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Sevenload grooming itself for broader M&A activity in wake of YouTube–Google deal, CEO says

Sevenload, the private German internet video and picture sharing portal and broadcaster, is building itself up for the trade sale or listing of its shares, co-founder and CEO Ibrahim Evsan said. He added that he could see the company going a similar route as YouTube and other picture or video sharing sites which were bought by major media companies such as Google or Yahoo.

YouTube, the US internet video sharing company, sold small stakes to music companies ahead of its USD 1.65bn deal with Google. Sevenload only recently secured EUR 15m in cash and media investment from Dirk Stroer, co-owner of Stroer AG, the largest German outdoor media company. Sevenload is also negotiating with a number of strategic and financial investors regarding a sale of up to 20% in the company for a cash and media investment of up to EUR 20m.

In light of picture and video sharing as well as their underlying technology and networks becoming inseparable, Sevenload aims at becoming a leading portal for video and picture sharing, but more importantly the leading broadcaster of videos to other internet portals or media devices. Evsan continued that the company's technology is developing at such a rate that it could be taken over by a major media company, which would then take Sevenload to the next level. Evsan said this would happen within the next few months, and at that point, the company will have penetrated the European market.

In the near term, Sevenload is focused on entering other central European markets. The company is looking to expand into the French, Italian, Spanish as well as Polish and UK markets. Axel Schmiegelow, CEO of Denkwerk group and shareholder in Sevenload, joined the company's executive board as managing director and will be responsible in particular for the company's internationalization and marketing.

Together with Evsan, Akguen Kulmac and Tamer Kulmac founded Sevenload in April 2006.

Sevenload is exclusively advised by IEG Investment Banking on all financial transactions.