

Video syndicator Autheos acquired by Icecat

[Nederlands persbericht](#)

The video syndication business of [Autheos](#) is acquired by Icecat. The parties expect to complete the acquisition on September 1. From that date onward, Icecat will provide Autheos video services to e-commerce platforms and brands.

“Since Icecat and Autheos have overlapping services in streaming commercial product videos, it makes sense to combine the activities. And to work together,” says Autheos founder Pyke van Dieren. “In addition, we saw our 70% market share decline, with the loss of customers such as Mediamarkt, Wehkamp, and recently Bol.com and Intertoys, both of which now use Icecat Free Vendor Central.”

Autheos acquired

The impact of the acquisition of Autheos on Icecat’s annual turnover will be less than 1%. “Nevertheless, this strategic deal helps Icecat to improve its video services: a more complete video database and shopper experience. And a more extensive network of video syndication users,” says Icecat CEO Martijn Hoogeveen. Icecat also added [Cedemo](#)’s French gaming videos to its database and network a year ago.

“Scaling is everything in the syndication market”, concludes Martijn Hoogeveen, who does not rule out further acquisitions or participations in the near future.

History of Autheos

Since 2012, Autheos, has been supplying brand and product videos to the e-commerce market through its many-to-many syndication network. Autheos offered its video syndication

network to brands for free. Autheos was a finalist of the I-COM Data Venture Challenge and investor Holland Capital took a share in the video syndicator in 2016.