

amily.ONE GmbH – Leading AdTech Provider with Strategic Realignment and New Brand Architecture

The companies amily, amy, RadioADMaker, and audioscale are now unified under the new parent brand amilyONE, presented as endorsed brands with their distinct identities. This realignment creates market-oriented and structural clarity to strengthen cross-platform innovation and customer-centric product development.

- The shareholders of amy GmbH and amily GmbH are consolidating the entire product portfolio and redefining the corporate culture.
- The amilyONE brand highlights a forward-looking approach to an automated and integrated platform solution, supporting audio publishers, marketers, and agencies across the entire value chain.
- Customers and partners benefit from faster, more targeted innovation cycles, closer integration of individual systems and solutions, and the consistently high quality they expect.

Munich, April 21, 2026 – With the establishment of the new parent company amily.ONE GmbH, one of the leading AdTech providers in the DACH region is repositioning itself. The existing brands will be integrated as products and services and will remain available in the market. This strategic shift addresses the evolving needs of the advertising market, moving away from fragmented standalone solutions toward flexible, integrated platforms.

ONE Platform: From Standalone Products to an Integrated Platform

For more than 25 years, publishers have relied on amily's system solutions as their ad management platform. Currently, around 75% of the revenue of private radio stations and audio providers in the DACH region is processed through it. The amilyONE brand honors the foundation of today's market leader while emphasizing the concept of a unified platform from a single source.

From the creation of AI-generated audio content via RadioADMaker, to media asset management (MAM) systems audiobays and videobays, the

comprehensive CRM and campaign management system amily, the central online communication portal mai for marketers and agencies, and monetization via the programmatic trading platform amy—amilyONE supports publishers and advertisers across the entire value chain.

audioscale, under the leadership of Andreas Schilling, will continue to operate as an independent subsidiary. It provides consulting along the technology-driven value creation process in both linear and digital audio environments and acts as a business enabler for market participants implementing programmatic radio and audio.

Through data-driven insights, automated processes, the use of AI, and the enablement of modern business models, amilyONE addresses the challenges of an increasingly digital advertising economy in audio as well as across all electronic media.

ONE Team: For Customers, Partners, and Employees

The new structure ensures that customers and partners experience no disruption to existing services and products. These remain fully available and will be gradually integrated into high-performance platform processes.

The unified organizational structure, comprising more than 50 team members, enables efficient collaboration and a clear strategic direction for growth and international expansion.

ONE Goal: Shaping the Future of Audio Business

Building on more than three decades of experience, the team behind amilyONE aims to actively shape the future of the advertising market.

Nico Aprile, CEO of amily.ONE GmbH:

“Advertisers, media agencies, and media owners in Europe are competing directly with global tech companies for budgets and reach. We are well prepared for this and will present ourselves even more clearly and effectively in the market with our new structure. Our strength lies in our proximity to target audiences and our deep understanding of advertising processes and mechanics. We are driving integration and connectivity while maintaining a

strong sense of regional identity. We all need the courage to rethink business models—flexibly, innovatively, and optimistically.”

Andreas Schilling, CEO of audioscale GmbH:

“By consolidating existing competencies and expertise under the amilyONE umbrella, we are addressing the fundamental structural changes in the advertising market and the increasing demands for technological and data expertise. With audioscale, we support media owners, agencies, and advertisers in entering convergent programmatic marketing of radio and audio inventory, while taking existing business models into account.”

About amily.ONE GmbH

amily.ONE GmbH, headquartered in Munich and Hamburg, is an integrated group of companies in the field of advertising technology (AdTech). Under its umbrella, it brings together specialized technology and service companies across the entire value chain and develops a convergent, programmatic infrastructure for the digital advertising market.

amilyONE combines technology, consulting, and business model enablement with more than 30 years of market expertise within a single organization, creating integrated, scalable solutions for publishers, marketers, agencies, and advertisers at international, national, regional, and local levels.

Further information is available at www.amilyone.com.

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Media Contact:

Frank Scheibe | frank.scheibe@amilyone.com | +49 1577 2588917