

# Astralis acquires majority stake in PIXEL.TV

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In a strategic move to become an even larger part of the gaming entertainment industry, Astralis has acquired the majority stake in PIXEL.TV, a Danish production house and broadcaster.

In Denmark, [PIXEL.TV](#) has built a strong position in the entertainment segment of gaming, gadgets, gear, and movies and the management will continue unchanged with Founder and CEO Thomas Bense.

## Anders Hørsholt, CEO of Astralis:

- [PIXEL.TV](#) was the first Danish internet-based TV platform and over the past decade CEO Thomas Bense has built a strong position in the Danish gaming and entertainment community. The acquisition is a strategic move that will support the Astralis brand and activities, significantly strengthening our digital production, presence, and reach, to further engage a fast-growing audience, Anders Hørsholt explains.

## Jakob Lund Kristensen, Founder and CRO of Astralis:

- With the opening of Astralis Nexus, we have established a platform where we interact with Astralis fans and the huge audience for casual gaming. Just as the Astralis Nexus is for everyone, whether you are a hardcore Counter-Strike player or just having fun with Candycrush, with a broad range of content, [Pixel.tv](#) will be a broad, inclusive media platform embracing all types of gamers.

- Gaming has become the most culturally defining leisure activity among young people. [Pixel.tv](#) is in a unique situation as one of the market's first serious players, yet with a massive potential for growth. With the strong operational and commercial Astralis engine, we will be able to realize that potential, enabling [Pixel.tv](#) to produce and deliver much more relevant content, to a much larger audience.

- Our ambition is to make [Pixel.tv](#) the largest gaming platform in Denmark, while also growing an international audience. It will be the source of engaging entertainment across all channels, also providing a space to grow for some of the many talented creators in Denmark, says Jakob Lund Kristensen.

## Thomas Bense, Founder and CEO of [Pixel.tv](#):

- I am really looking forward to working with the Astralis organization. Their visions and willingness to invest in the future combined with our know-how and position will give us a unique opportunity to develop [Pixel.tv](#) and to fully exploit its growing potential. There is plenty of room to grow in the Danish market, and the way Astralis invest to position themselves internationally opens a lot of possibilities for [Pixel.tv](#) abroad.

- We have a solid starting point in the gaming world, where we will become even more significant, and by including a lot more esports relevant content, we will fill a significant demand for entertaining, engaging, fun and serious esports content around tournaments, players, teams, and events, Thomas Bense comments.

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## Attachments

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