

Qvest and Premier League to Realise Sports Production Powerhouse

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Amsterdam/ Cologne / London, September 12, 2025: Qvest, a global leader in media-focused services, has entered into a partnership with the Premier League to design and implement a new media production facility for their international coverage.

In 2024, the Premier League and its clubs made the strategic decision to bring the international media operations in-house by establishing a dedicated media production business, Premier League Studios (PLS). To realise this ambitious project, PLS is working closely with Qvest. As media consultant and master systems integrator, Qvest will manage the entire transformation, design and technical implementation for PLS across all project phases.

To deliver best-in-class content from all 380 matches per season, Qvest has developed a scalable and future-proof technology architecture that combines operational excellence, a hybrid and data-driven software approach, and the latest best practices in sports broadcasting. To establish every aspect of live sports production at the highest standard, the Premier League and Qvest will work with selected first-class vendors whose solutions meet the project's requirements.

Paul Molnar, Chief Media Officer at the Premier League, said: "Bringing our media operations in-house supported by Qvest marks a major step forward in how we deliver and innovate our global broadcast offering. The new production facility will give us full creative and operational control, allowing us to respond faster to platform needs, engage our audiences more deeply, and set new benchmarks for content quality to our partners and millions of fans around the world."

Peter Nöthen, CEO of Qvest, added: "This collaboration represents a powerful opportunity to co-create the future of sports media with one of the world's most innovative sports leagues. By aligning technology strategy with the Premier League's ambitions, we are laying the foundation for a new era of fan engagement and content excellence."

With the concept and design phase concluded, the collaboration now moves into planning and preparation for systems integration.