



Magycal goes international

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The Portuguese company Magycal, which develops media platforms and had a €1.2 million turnover in 2022 (+13% on 2021), is increasing its International business.

"After strong growth between 2020-2021 (in turnover) of around 90%, in 2022 we have nevertheless managed to grow

Magycal also has a partnership with the American multinational Kaltura which it describes as very important boost that has enabled it to present its products in markets such as the United Kingdom, Spain, the United States, Brazil, Czech Republic and Israel.

"At the same time we are continuing with our international expansion strategy in a direct way with media but not only this.

"Our platform Magycal OTT (Over the Top) has been well accepted by companies that are deciding to begin distributing their content in a direct way without having to use distribution companies."

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