



Press releases of
action press ag
2025
(ongoing)

action press intensifies its collaboration with Reuters

Hamburg, November 6, 2025 – Following its contract with the Fédération Internationale de Ski (FIS, Oberhofen am Thunersee, Switzerland) to provide worldwide photographic coverage of all World Cup races and the 2025/2026 Winter Olympics, the Hamburg-based photo agency group action press is intensifying its collaboration with the international news agency Reuters. This season alone, action press is producing photographic coverage for 345 events at 105 venues in 23 countries.

To achieve the broadest possible global media reach, all action press photos will now be distributed via Reuters Connect, the distribution platform of the international news agency Thomson Reuters. Reuters News and the Reuters Connect platform distribute action press's reliable, high-quality visual and editorial content to thousands of media companies and brands worldwide. With its global network, Reuters offers unparalleled international reach and editorial excellence. Reuters is part of the Thomson Reuters group.

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action press becomes strategic photo partner of the International Ski and Snowboard Federation (FIS)



Rasmus Bakkevig, (NOR), Audi FIS Ski World Cup 2025-26 in Soelden, Austria, 2025-10-26, Run 1 Men's Giant Slalom, bib number 36, Action Photo

Frankfurt am Main/Hamburg, November 3, 2025 – The International Ski and Snowboard Federation (FIS, Oberhofen am Thunersee, Switzerland) and the photo agency group action press (Hamburg) have entered into a strategic partnership. The agreement covers worldwide photographic coverage of all FIS World Cup races and the Winter Olympics. In the 2025/2026 season alone, this amounts to 345 events at 105 venues in 23 countries.

action press brings two key strengths to the table:

- an international network of over 5,000 photographers built up over 55 years
- a global sales network that enables the distribution of images and videos to media, sponsors, and partners.

The FIS is the world governing body for snow sports and oversees the disciplines that account for around 55% of all medals at the Winter Olympics and 80% of all medals at the Winter Paralympics. Since its foundation 100 years ago, FIS has been working with national ski associations – currently 141 – to promote and develop skiing and snowboarding at all levels: from grassroots to elite sport.

Ulli Michel, CEO of action press AG, emphasizes: “In addition to the existing exclusive photo service agreements for Manchester City, Everton FC, and the New Zealand Rugby Union with its flagship All Blacks, we are taking on one of the largest and most comprehensive assignments in the history of our company.”

Photo Credit: Marcus Hartmann

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action press AG: RTL continues cooperation

Frankfurt am Main/Hamburg, May 21, 2025 - The visual media company and supplier of editorial photography, videos and stock images, action press AG has made a successful start to 2025. Its Hamburg-based subsidiary action press international gmbh is pleased to announce the extension of its cooperation with the RTL broadcasting group. This means that the long-standing partnership will continue for a further period - with the supply of image and video material from the entertainment, celebrity and paparazzi sectors for television, live broadcasts and digital platforms.

Ulli Michel, CEO of action press, explains:

“We are very pleased about the continued trust of the RTL broadcasting group and the continuation of our successful partnership. This is a clear confirmation of our leading position in the field of entertainment and celebrity content as well as the high quality and reliability of our image and video material. Together with RTL, we will continue to set standards in current affairs reporting - whether for TV formats, live broadcasts or online offerings.”

action press AG owns one of the world's largest catalogs of digital media assets bundled in one company. Every day, up to 50,000 photos are processed by 5,000 photographers and 130 partner agencies from 120 countries and indexed according to the highest editorial standards. With 200 million photos, action press is one of the largest image databases in the world. The share capital of action press AG amounts to 22.05 million euros. A further 22.05 million shares serve as acquisition currency. The shares of action press AG are traded on the open market of the Düsseldorf Stock Exchange under WKN A3ESE3 (ISIN DE000A3ESE35).

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