



NETFLIX NEW PASSWORD STRATEGY



Netflix has published details of new rules to prevent the estimated 100,000 users that are sharing another subscriber's account from accessing its content.

Netflix now makes it clear "accounts are only meant to be used within one household".

In an update to its Netflix Help Center in markets where it had been testing additional fees for account sharing, the streamer gives new guidance on the circumstances in which a password may be shared, and creates the concept of a primary location.

It says Netflix accounts are "still shareable", but only within one household. To maintain the primary location, subscribers are asked to open the Netflix app or website, and watch something at least once every 31 days.

NOVA'S NEW INFRA SET-UP



electronic media in Bulgaria.

The complex, which spreads over an area of nearly 17,000 square metres, has impressive architecture created especially for high-quality television and radio production.

All media from the company's portfolio are now based in the new mega complex, which includes TV studios, four radio studios, spacious equipment rooms, editing rooms and a brand new newsroom, based on the international media standards.

The news, current affairs and sports shows running on Nova and Nova News will be aired from ultra-modern studios, corresponding to the

N o v a Broadcasting Group, which is part of United Media, has moved into the first new generation facility for

latest standards in television journalism. They have unique designs and hi-tech functionalities. The premises give a notion of an integrated media space with the help of 15 video walls and over 20 studio cameras of the highest standard.

WARNER TO LAUNCH CARTOONITO



Warner Bros. Discovery is to launch Cartoonito in the French market as part of a wider rollout of the channel.

Cartoonito will debut in France and French-speaking territories on April 3. The channel is aimed at preschoolers between the ages of 3 and 6.

From April, Cartoonito will be available as a linear channel and through SVOD on Orange, Free, SFR, Bouygues and Molotov. In March, it will make an appearance on Prime Video Channels via the new Warner Pass on Amazon Prime Video that brings together 12 of WBD's entertainment channels, including HBO, Warner TV, Eurosport, Discovery Channel, Cartoon Network and CNN, and their on-demand services. ■

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