



### DISH NETWORKS – ECHOSTAR COLLABORATION



Dish network is exploring the possibility of a combination with EchoStar, as the company looks to move away from satellite broadcasting.

The move seems to put pay to suggestions that Dish might instead seek a merger with DTH rival DirecTV.

Dish is currently developing a mobile network across the US while trying to maintain its direct-to-home satellite business in a market still in the grip of cord cutting.

The company is now using spectrum acquired by Ergen to compete against mobile operators AT&T, Verizon, and T-Mobile. Dish says it's investing \$10 billion in the business, but is said to need another \$3 billion to meet a 2025 deadline from the Federal Communications Commission to offer service to 75% of the United States.

### DEUTSCHE TELEKOM – BT ACQUISITION

Deutsche Telekom is considering a possible takeover of



BT, in which it already holds a 12% share.

According to The Telegraph, BT has intensified work with advisers from Robey Warshaw and Goldman Sachs on its defence in recent months amid strengthening rumours that its German counterpart is preparing an approach.

### NETFLIX RACES AHEAD IN POLAND

Netflix now accounts for over half of the time spent on viewing streaming platforms by Polish internet users.

According to research by



Mediapanel published by Wirtualne Media>, the figure stood at 54.36% in June, up from 50.58% in May.

Disney was in second place with 6.97% (6.09%), followed by Player with 6.64% (6.71%) and HBO Max with 6.19% (5.73).

### VIRGIN MEDIA'S BROADBAND PUSH



Virgin Media has launched the second phase of its 'To Better and Beyond' creative platform, shining a spotlight on its ultrafast connectivity and Wi-Fi Guarantee. The campaign showcases Virgin Media's commitment to delivering minimum download speeds of 20Mbps in every room or providing customers with their money back.

Developed in collaboration with VCCP London, the integrated brand campaign introduces a new protagonist, the Goat Glider, symbolizing Virgin Media's Wi-Fi Guarantee. The campaign continues with the tagline, 'See What You Can Do,' designed emphasise the power of Virgin Media's ultrafast broadband. ■



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Contact: Mob.: +91-9108208956 | Tel.: +91-22-6216 5313 | Email: geeta.lalwani@nm-india.com