



VIRGIN MEDIA ADDS WONDER AND RED BULL TV PARTNER



Virgin Media has expanded its FAST channel offerings with Wonder and Red Bull TV, now available on Virgin TV 360, Stream, and V6 boxes at no extra cost. Wonder showcases engineering, technology, and scientific exploration, while Red Bull TV delivers high-energy action sports like motorsport, biking, and snowboarding. These additions bring Virgin Media's FAST channel count to 34, complementing existing offerings like Tipping Point and Deal or No Deal.

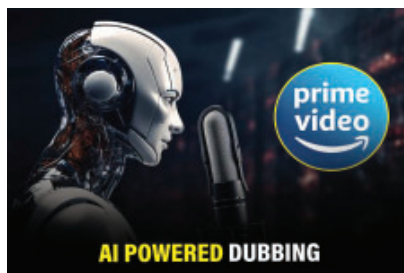
ITVX ON TRACK TO RECOUP INVESTMENT BY 2025

ITV has reported an 11% rise in Group EBITA for 2024, driven by record profits from ITV Studios despite industry challenges like the Hollywood strikes. CEO Carolyn



McCall highlighted ITVX as the UK's fastest-growing streaming platform, contributing to increased digital viewership and revenues. Streaming hours rose 12%, while monthly active users grew 14%, fueled by major events like the Euros and Love Island. ITV expects to fully recover its ITVX investment by the end of 2025.

AMAZON PRIME VIDEO PILOTS AI-AIDED DUBBING



Amazon Prime Video has launched an AI-aided dubbing pilot to enhance accessibility for global audiences. Initially available in English and Latin American Spanish, the AI-powered dubbing is applied to 12 licensed movies and series that otherwise wouldn't have been dubbed, including *El Cid: La Leyenda* and *Mi Mamá Lora*. The feature, currently in Beta, combines AI with human localisation specialists for quality control.

VODAFONE TV PLAY BRINGS PREMIUM SOUND AND 4K STREAMING

Vodafone has introduced Vodafone TV Play in the Czech Republic, a set-top box with built-in Bang & Olufsen speakers and Dolby Atmos for an immersive audio experience. The device supports 4K video, HDR10, and Dolby AC-4 sound, and functions as both a smart TV hub and a high-end Bluetooth speaker. Available for CZK 649 per month, the package includes Vodafone TV+,



gigabit-speed internet, and a Wi-Fi 6 modem for seamless streaming and gaming.

AMAZON INTRODUCES PRIME LINEAR CHANNEL IN GERMANY & AUSTRIA

Amazon is set to launch its first linear Prime TV channel for Prime Video members in Germany and Austria on April 17, 2025. The channel will feature a curated mix of Prime Video Originals, blockbuster series, and live sports, including UEFA Champions League and Wimbledon. Aimed at traditional TV viewers, Prime will also introduce minimal ad interruptions compared to conventional TV.

MAX DEBUTS IN TURKEY ON APRIL 15



Warner Bros. Discovery's streaming service Max will officially launch in Turkey on April 15, replacing BluTV. Subscribers will retain access to BluTV's local productions while gaining HBO and Max Originals, blockbuster movies from Warner Bros. and DC Studios, Eurosport live sports, and kids' content from Cartoon Network. Notably, the final two episodes of *Magarsus* Season 2 will premiere exclusively on Max on April 17 and April 24. ■