



## VIAPLAY MAKES UK DEBUT



Viaplay makes its UK debut with a slate of Nordic drama and European football. There will be Viaplay Originals and third-party content and live sports includes Scotland, Wales and Northern Ireland's European Qualifiers for the UEFA EURO and FIFA World Cup.

Anders Jensen, Viaplay Group President and CEO: "Viaplay has so much to offer UK viewers. Starting today, subscribers can enjoy original storytelling that has won prizes around the world, attractive third-party content from all Nordic countries and beyond, and top-class local and international sports – all through one competitively priced service. This launch is great news for viewers and a milestone for our company. Nordic noir is just the beginning for Viaplay in the UK."

## WARNER BROS SUFFER LOSSES

Warner Bros. Discovery profits have gone down despite having 94.9 million streaming subscribers. The company had a third-quarter loss of \$2.3 billion including \$1.5 billion in pre-tax restructuring charges.

CEO David Zaslav feels



## WARNER BROS. DISCOVERY

technical changes to HBO Max, such as displaying recommendations to viewers at the end of the show was helping to increase viewer engagement. It's now planned to bring forward the merger of HBO Max with Discovery+ to spring 2023, rather than the earlier date of Summer 2023, with plans to "aggressively target" the advertising-supported streaming market.

"Launching a two-hour or an hour-and-40-minute movie direct-to-streaming has done almost nothing for HBO Max in terms of viewership, retention or love of the service," said Zaslav.

## TELEFONICA SEES DROP IN SUBSCRIBERS



Telefónica's pay-TV subscriber base has seen a drastic drop in Spain by 5.4% in the year to September 30. Company's latest results, stood at 3,553,100 at the end of Q3, down from 3,755,500 a year earlier.

There was an improvement in fixed broadband, up 3% year-on-year to 5,853,900 in Q3, and fibre now accounts for over 87% of broadband customers.

Telefónica Group as a whole had revenues of €10,343 million in Q3, up 11.2% on the previous

year. OIBDA was €3,249 million (-13%) and net income €460 million (-34.9%).

## LIONSGATE SEES LOSSES OF US\$ 1.8 BN

## LIONSGATE

Lionsgate has suffered a drastic loss of US\$ 1.8 billion and as a result Lionsgate is to drop its direct-to-consumer streaming service in seven international markets after clocking up a \$1.8 billion quarterly loss.

The company attributed the loss to restructuring costs around Starzplay, which has recently rebranded as Lionsgate+, and its international operations. The number of streaming subscribers grew by one million subscribers on the first quarter to 27.3 million.

Lionsgate will withdraw from France, Germany, Italy, Spain, Benelux, the Nordics and Japan. Starz will maintain operations in the UK, Canada and Latin America.

Jon Feltheimer, Chief Executive Officer Lionsgate said "We remained committed to separating our media networks and studio business." Feltheimer admitted there was currently still uncertainty around the capital markets but given the right conditions there remained the opportunity to separate the studio from Starz and the film and TV divisions "Obviously it's not helpful when there's a big disconnect between the separate values and the sum of the parts of our core businesses, and where our stock price is right now."

Lionsgate acquired the pay-TV network Starz in 2016 at a cost of \$4.4 billion. ■