



### **DAZN ON WARNER BROS DISCOVERY'S MAX IN SPAIN**

Warner Bros Discovery has announced the addition of DAZN to a new premium tier on its Max streaming platform in Spain. Priced at €44.99 per month, the Max DAZN plan includes both DAZN's live sports offerings and Warner Bros Discovery's entertainment programming, including Eurosport's extensive live and on-demand content. This is the first instance of a WBD streaming platform incorporating a third-party service within its subscription, following similar offerings like the TNT Sports JV on Discovery+ in the UK.

In Spain, DAZN holds broadcasting rights for top sports competitions such as LaLiga, the Premier League, and the UEFA Women's Champions League. Additionally, DAZN offers coverage of Formula One, UFC, and MotoGP.

### **KPN TV+ APP TRANSFORMS SUBSCRIBERS**

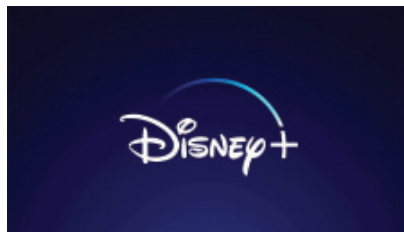
KPN's new KPN TV+ app brings Eredivisie fans closer to the action with exclusive live stats for all matches. Subscribers can follow the games in real time on mobile or use the app as a second screen, with

## **KPN TV+ app**

options to switch between multiple matches and replay key highlights. The app includes access to ESPN's main channel within KPN's base package, while the ESPN Compleet package offers additional leagues. KPN also provides international competition coverage, including the Premier League and Champions League, through partnerships with Viaplay and Ziggo Sport Totaal. As a long-time sponsor of the Eredivisie and partner of the Royal Dutch Football Association, KPN continues to focus its marketing around football.

### **DISNEY LEADS SUBSCRIBER GROWTH**

The Kantar Entertainment on Demand (EoD) study reveals that, while Netflix gained 5.1 million subscribers from July to September, growth slowed to its lowest in over a year. Disney+ led in new subscriptions for the second consecutive quarter, bolstered by Emmy-winning shows like *The Bear* and *Shogun*, along with strong UK promotional deals. Netflix's growth, meanwhile, remained largely flat. AppleTV+ maintained third place, driven by demand for *Slow Horses* season three, though *The Boys* on Prime Video and *House of the Dragon* on NOW were the most-watched



shows in Q3. The UK now has 19.6 million households with at least one paid streaming service, a slight increase from Q2.

At the free end of the market, Tubi entered the UK on July 2 with its ad-supported streaming service, creating competition with Pluto TV and Freevee, both of which saw declines in viewership. Nearly half of Tubi viewers also use Pluto TV, while 35% overlap with Freevee, underscoring an intensifying battle for audience attention.

### **WARNER BROS DISCOVERY TO LAUNCH MAX IN GERMANY IN 2026**



Warner Bros Discovery has announced plans to introduce its Max streaming service in Germany in 2026. Clement Schwebig, President & Managing Director for Western Europe & Africa, highlighted rising global subscriber numbers at the TV Summit of the Medientage München conference. With HBO's exclusive series, Warner Bros' films, and Discovery+ reality content, Schwebig believes Max will succeed in the German market.

Currently, a partnership with Sky Deutschland, which holds exclusive rights to HBO's content as the 'Home of HBO' in Germany, has delayed Max's rollout. However, with the contract ending in 2026, Warner Bros Discovery is poised for a future launch, while maintaining openness to flexible partnership strategies globally. ■