



### CNN INTERNATIONAL ON MAX

Warner Bros. Discovery's streaming platform, Max, is set to launch CNN International's 24/7 live news feed in 22 European countries on August 29, 2024. This move coincides with heightened global interest in the upcoming U.S. presidential election. Max subscribers will have access to comprehensive coverage, including the ABC News Presidential Debate between Donald Trump and Kamala Harris, scheduled for September 11, 2024.



CNN International will provide ongoing coverage of U.S. politics and international news, as well as business, travel, technology, and lifestyle programming.

### DIRECTV INFLIGHT IPTV SERVICE

DirecTV Inflight is launching a new IPTV service for business aviation in collaboration with Satcom Direct. This service is designed to deliver live TV programming directly through the aircraft's Wi-Fi network, eliminating the need for additional hardware.



It features live sports, news, weather, and entertainment, and integrates seamlessly with Satcom Direct's plans or can be accessed via the DIRECTV app, Amazon Fire TV Stick, and Roku devices.

This service aims to provide a modern and flexible in-flight entertainment experience, compatible with both GEO and LEO satellite constellations.

### JAPAN'S SVOD MARKET GROWTH

According to GlobalData, the subscription video on demand (SVoD) market in Japan is expected to reach

\$5.6 billion by 2028, growing at a CAGR of 6.8% from \$4 billion in 2023. The growth is driven by increased SVoD subscriptions and household penetration of fixed broadband services, along with a shift from traditional pay-TV to OTT platforms. The average monthly revenue per SVoD household is projected to rise from \$9.76 in 2023 to \$11.68 in 2028 due to growing demand for premium content.

### BBC PLAYER LAUNCH ON CDA PREMIUM

BBC Player will be available on CDA Premium in Poland, offering a wide range of BBC programming, including dramas, factual entertainment, and children's content.

This launch follows BBC Player's previous introductions on CANAL+ and other platforms.

The addition of BBC Player to CDA Premium aims to expand access to award-winning content and complement existing BBC channels on the platform. ■



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