



## META – NETFLIX TUSLE



Meta finds itself defending its association with Netflix amidst allegations of shutting down Facebook Watch to preserve its advertising relationship with the streaming giant. Advertisers suing Meta claim that Facebook withdrew from the video platform, and if successful, plaintiffs could receive a portion of Facebook's advertising revenue between 2016 and 2019.

The lawsuit accuses Meta of engaging in unfair competition by maintaining its grip on the social media advertising market through its relationship with Netflix. The emergence of Facebook Watch as a potential competitor to Netflix was

complicated by Netflix co-CEO Reed Hastings also serving on Facebook's board of directors. Allegations suggest that a deal was struck between the companies, resulting in Facebook abruptly cutting original programming from Watch in May 2018 to avoid direct competition with Netflix, in exchange for increased signals sharing and ad purchases by Netflix.

## POLSAT'S NEW LAUNCH



Polsat Box introduces Stream+, a new streaming package combining satellite and internet TV offerings. Priced at PLN 49.99 (€1.75) per month, Stream+ includes access to Disney+ and HBO Max, along with three HBO channels. Customers subscribing to M Sport, L, and Rich packages receive the first six months free of charge.

Polsat positions Stream+ as an attractive option for customers seeking a comprehensive TV experience.

## XAVIER ACQUIRES VOLIA

NJJ Holding, led by Xavier Niel, receives regulatory approval to acquire Ukrainian fixed telecom and



pay-TV provider Datagroup-Volia. The majority ownership of Datagroup-Volia currently lies with a fund managed by U.S. private equity firm Horizon Capital, with a minority stake held by Datagroup-Volia CEO Mykhaylo Shelemba.



Upon completion of the transaction, NJJ plans to merge Datagroup-Volia with Lifecell, Ukraine's third-largest mobile operator. Xavier Niel emphasizes Ukraine's tech potential and signals NJJ's commitment to invest in the country's infrastructure and growth.

NJJ intends to leverage iliad's resources, a European telco group headquartered in France, to support the expansion of fixed and mobile infrastructure in Ukraine. Following the transaction, Horizon Capital and Mykhaylo Shelemba will invest in the combined entity, retaining a minority position and serving as NJJ's local partner in Ukraine. ■

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