



ARD – DNMG PARTNERSHIP

German public broadcaster ARD and cable operator association DNMG have concluded a long-term agreement regulating the distribution of ARD’s channels and services on the networks of DNMG members.

The settlement also terminates the long-standing legal dispute over cable carriage conditions.



“This agreement is not only an important step towards a stable and long-term cooperation, but also emphasises the commitment of both parties to transparency, fairness and equal treatment in the German media market,” said DNMG Managing Director Ingo Schuchert. “We are confident that this cooperation will fulfil the needs of broadcasters, network operators and viewers alike and make an important contribution to the diversity and quality of the media landscape in Germany.”

APPLE TV+ EMERGING POPULAR

Kantar’s latest data on the Global Video on Demand (VOD) market reveals a surge in growth during the last quarter of the year.

The Analytics company says the growth is in part down to the



appeal of ad-tier subscriptions, with 48% of Netflix subscribers taking the option.

Kantar’s data shows that despite AppleTV+ being the clear winner in the share of new subscribers in Q4’23. AppleTV+ success in the last quarter of 2023, is a combination of a winning strategy of free trials powered by



the success of British shows Slow Horses & Ted Lasso to attract new viewers. AppleTV+ performed particularly strong in GB, taking the number one spot for new paid subscription share, and were in the top five across share of new SVOD subscribers in all other markets, with Germany being the only exception.

VIRGIN MEDIA NEW OFFERING

Virgin Media TV customers can now enjoy over 100 channels from its Stream box at no extra cost. The range includes a selection of HD and +1 channels.



The operator has also expanded the My Watchlist feature that combines all the customers’ favourite content into a single place. customers can save shows to watch now or later, with their saved content available to watch at a later date via their My Watchlist which now sits in the menu option bar.



NEW DVB BROADCAST

Italian public broadcaster RAI is to broadcast using both DVB-T2 and DVB-T for three principal channels, Rai 1, Rai 2 and Rai 3.

Unlike other markets, which have transitioned from DVB-T/ MPEG-2 to DVB-T2/MPEG-4, Italy chose the halfway house of DVB-T/ MPEG-4. Both systems enable a



greater number of channels to be included within a broadcast multiplex.

The move to DVB-T2 had initially been postponed postponed from June 30, 2022 to January 1, 2023 and then from January 2024 to September 2024 amid concerns that an insufficient number of homes had the necessary equipment installed. ■