



PROSIEBENSAT.1 & MFE



COLLABORATION

The decision by ProSiebenSat.1 not to split up follows the rejection of a proposal by its largest investor, MFE-MediaForEurope, at the recent AGM in Munich. MFE's proposal to separate the commerce & ventures and dating & video segments did not receive the required majority, with shareholders siding with the recommendation of the Executive Board and Supervisory Board.



ProSiebenSat.1 CEO Bert Habets highlighted the company's strategy, emphasizing a focus on entertainment expertise, with Joyn at the center. He expressed confidence in the company's direction, aiming to become the number one entertainment player in the German-speaking region.

Additionally, elections for the ProSiebenSat.1 Supervisory Board saw Klára Brachtlová, Christoph Mainusch,

Leopoldo Attolico, and Simone Scettri elected, with Professor Dr. Rolf Nonnenmacher and Marjorie Kaplan no longer members.

APPLE TV SURGES AHEAD

In other news, Kantar's latest Entertainment on Demand (EoD) data indicates AppleTV+ as the fastest-growing major SVOD service in Q1, while Netflix experienced strong growth in Europe and Australia. Prime Video's introduction of an ad-supported tier faced resistance from existing users, leading to a drop in subscribers.



Regarding Prime Video's dispute with Kantar's findings, the service maintains growth in the UK. However, Kantar suggests that the introduction of ads led to a decrease in user base and satisfaction.

SONY BIDS FOR PARAMOUNT



Finally, Sony and Apollo Global Management have submitted a \$26 billion bid for Paramount Global, with negotiations underway. Paramount recently announced changes in leadership, with Bob Bakish stepping down and a new 'Office of the CEO' formed.

David Ellison's Skydance

entered into exclusive negotiations with Paramount, but that period of exclusivity ends today (Friday) allowing Paramount to begin talks with other potential bidders. Ellison is working with investment firms RedBird Capital and KKR in the takeover of National Amusements, the Redstone family holding company, controlled by Shari Redstone. This would be followed by a merger of Paramount itself.

VIRGIN ADDS TO ITS PORTFOLIO



Meanwhile, Virgin Media O2 is expanding its entertainment offerings with 11 new Free Ad-Supported Streaming Television (FAST) channels, adding to its existing lineup and aiming to provide customers with more choices and 24/7 access to their favorite shows. The new channels are:

1. History Hunters (A+E Networks)
2. Deal Masters (A+E Networks)
3. Qello Concerts (Stingray)
4. Trace Sports Stars (Trace)
5. Real Crime (Little Dot Studios)
6. Real Life (Little Dot Studios)
7. ZenLIFE (Stingray)
8. UKTV Play Laughs (UKTV)
9. UKTV Play Heroes (UKTV)
10. UKTV Play Full Throttle (UKTV)
11. UKTV Play Uncovered (UKTV)

David Bouchier, Chief TV and Entertainment Officer at Virgin Media O2, said: "The introduction of these fantastic new streaming channels demonstrates our ambition to continue enhancing our entertainment offering, giving our customers even more choice and 24/7 access to their favourite shows. ■"