



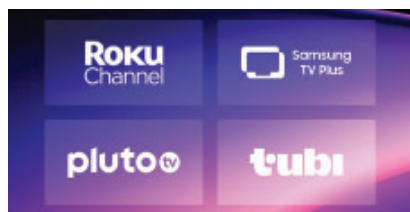
US CONTENT CONTINUES TO DOMINATE



US-produced titles continue to hold a dominant share of video-on-demand catalogues across Europe despite robust local production, according to the European Audiovisual Observatory. The findings underline the enduring global appeal, scale, and distribution strength of American studios, even as European regulators push for stronger local content representation on streaming platforms.

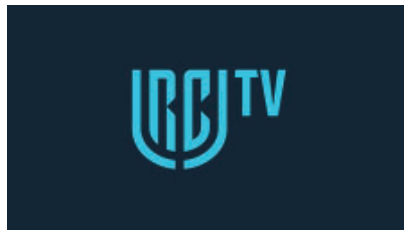
AD-SUPPORTED STREAMING ACCELERATES

Advertising-funded streaming is gaining strong traction across Germany, Austria and Switzerland, with FAST channels emerging as a key growth driver. Industry data points to rising advertiser interest and increasing consumer adoption of free, ad-supported models as platforms diversify monetisation strategies.



URC TV CUTS COSTS

United Rugby Championship has reported reduced streaming costs and improved revenues after



migrating its direct-to-consumer platform URC TV to Eluvio's Content Fabric. The move highlights growing adoption of decentralised, IP-based distribution models in sports streaming.

DEUTSCHE TELEKOM EXPANDS FAST PORTFOLIO



Deutsche Telekom has strengthened its FAST channel offering on MagentaTV by adding new content across drama, lifestyle, crime and entertainment genres. The expansion reflects intensifying competition in free streaming and the growing importance of curated channel bundles.

WAIPU.TV STRENGTHENS KIDS OFFERING

German streaming platform waipu.tv has added Nicktoons to its Perfect Plus package, enhancing its appeal among family audiences. The move reflects a broader strategy to strengthen genre-based content



libraries in an increasingly competitive OTT market.

RTL MOVES CLOSER TO SKY DEUTSCHLAND ACQUISITION

RTL is preparing to offer remedies to EU regulators to fast-track approval of its planned acquisition of



Sky Deutschland. The deal, if cleared, is expected to reshape the competitive landscape of the German pay-TV market.

HBBTV EXPANDS TEST SUITE WITH DRM



The HbbTV Association has released an updated conformance test suite, adding support for DRM and CTA WAVE standards. The enhancements are aimed at strengthening compliance, interoperability, and performance across connected TV ecosystems. ■