



RTL GROUP EXPANDS STREAMING BASE, SHRINKS LOSSES DESPITE ADVERTISING WEAKNESS

RTL Group grew its streaming subscriber base by 15.3% year-on-year to 7.2 million in H1 2025, helping streaming revenue climb 27% to €235 million. Losses from streaming start-up operations fell by more than half to €34 million, driven by rising paid memberships, higher subscription pricing in Germany, and stronger advertising sales on RTL+ (Germany) and M6+ (France). Group revenue fell 3.2% to €2.78 billion, hit by lower TV



advertising and content revenue, partly offset by digital growth. Adjusted EBITA dropped 7% to €160 million. Recent moves include extending its distribution deal with Deutsche Telekom until 2030 and acquiring Sky Deutschland from Comcast, aimed at boosting streaming scale and diversifying income streams. CEO Thomas Rabe said RTL has generated over €2.7 billion from disposals, delivering significant shareholder returns, and expects operating profits to rise in coming

years, supported by improving German macroeconomic conditions, streaming profitability, and synergies from the Sky deal, pending regulatory approval.

TIVO ADDS NINTH TV PARTNER, EXPANDS AD PLATFORM REACH TO 3.7M MONTHLY USERS

Xperi-owned TiVo has signed its ninth TiVo OS TV partner, identified only as “a leading European retailer,” keeping it on track to reach its 2025



goal of ten OEM partnerships. Its cross-screen ad platform, TiVo One, now serves 3.7 million monthly active users across smart TVs and video-over-broadband devices. CEO Jon Kirchner said the quarter saw growth in smart TV usage, over 1 million additional vehicles added to the AutoStage footprint, and IPTV household penetration surpassing 3 million.

V-NOVA LAUNCHES DUAL LICENSING PLANS TO ACCELERATE LCEVC ADOPTION

Video compression specialist V-Nova has unveiled two licensing models for its MPEG-5 LCEVC (Low Complexity Enhancement Video Coding) technology, designed to improve efficiency across streaming, broadcast, and immersive formats. The announcement, timed ahead of Brazil's



SET Expo, offers tailored terms for streaming platforms and device manufacturers, including waived fees for free-to-air broadcasters, early sign-up discounts, and an \$8 million annual royalty cap for distributors. For device makers, fees start at \$0.20 per unit, with open-access incentives to enable LCEVC across codecs.

DISNEY TO RETIRE 'STAR' BRAND INTERNATIONALLY, CONSOLIDATE UNDER HULU BANNER

Disney will phase out the ‘Star’ entertainment brand in international markets, replacing it with the Hulu name from June 2025, following its full acquisition of Hulu from Comcast earlier this year. The integration will



unify Disney+ and Hulu content into a single streaming app, launching next year with upgraded features and a more personalised homepage. Disney ended Q3 with 183 million combined Disney+ and Hulu subscriptions, up 2.6 million from Q2, including 128 million Disney+ subscribers (up 1.8 million), largely from international growth. The company expects modest subscriber gains in Q4 but anticipates a 10 million jump post-expansion of its US cable deal with Charter. Disney will also debut a new direct-to-consumer ESPN service on August 21. ■