



### **MBS LAUNCHES 'FULL SEASON' AFTER ACQUIRING SES MEDIA OPS IN GERMANY & UK**

German communications company MBS has acquired select media service operations from SES in Germany and the UK, and rebranded the business as Full Season, a new independent media services provider. Effective July 1, 2025, the move significantly expands MBS's footprint beyond satellite infrastructure into the full media services chain.

Full Season will offer a range of



solutions including playout, content management, IP distribution, VOD delivery, and OTT services. The acquisition includes 60 SES employees and the Unterföhring facility near Munich, ensuring continuity of service and operations.

"This strengthens our position as a service partner for Europe's broadcasters," said Christian Fleischhauer, Managing Director of MBS. Qi Zhang-Holste added that the acquisition brings "greater reliability and geographic redundancy" to MBS's offerings.

### **AMAZON LAUNCHES FAST CHANNEL ON PRIME VIDEO GERMANY WITH WURL**

Amazon has partnered with streaming specialist Wurl to launch a new Free Ad-supported Streaming TV (FAST) channel on Prime Video in Germany. The channel, which debuted



on April 17, is part of Amazon's growing Live TV lineup and features highlights from events like Wimbledon, alongside premium scripted titles and major sports properties.

Wurl's Global FAST Pass powers the initiative, helping Amazon deliver linear-style, ad-supported content to German and Austrian audiences. Titles featured on the new channel include Reacher, The Rings of Power, Fallout, and Culpa Mia, as well as UEFA Champions League coverage and exclusive local originals.

### **PROSIEBENSAT.1 INKS MAJOR CONTENT DEAL WITH NBCUNIVERSAL**

German media conglomerate ProSiebenSat.1 has signed a comprehensive multi-year content deal with NBCUniversal Global TV Distribution. The agreement gives ProSiebenSat.1 access to nearly 2,000 hours of NBCUniversal content, including blockbuster films, iconic series, and factual programming.

As part of the deal, new NBCU titles such as Jurassic World Rebirth and How to Train Your Dragon will



premiere on platforms like Joyn, ProSieben, and Sat.1. The agreement also grants extended AVOD rights, boosting Joyn's premium ad-supported content slate.

"This is a win for our audiences who demand the best in global entertainment," said Henrik Pabst, Chief Content Officer, ProSiebenSat.1.

### **WARNER BROS. DISCOVERY TO SPLIT INTO TWO SEPARATE MEDIA GIANTS**

Azerion UK is tackling one of the biggest Warner Bros. Discovery (WBD) has announced a landmark plan to split the company into two separate, publicly traded entities in a tax-free transaction, reshaping its global media business.

- ◆ Streaming & Studios will encompass Warner Bros. TV, Warner Bros. Motion Picture Group, HBO, HBO Max, DC Studios, and their extensive libraries.
- ◆ Global Networks will include CNN, TNT Sports (US), Discovery Channel, free-to-air European channels, and digital brands such as Discovery+ and Bleacher Report.

CEO David Zaslav will lead the Streaming & Studios arm, while current CFO Gunnar Wiedenfels will take the helm at Global Networks. The restructuring aims to allow both divisions to scale independently and address distinct market opportunities in streaming and traditional broadcast..■