



SKY RECORDS GOOD GROWTH



Sky has posted a good growth despite the impact of COVID-19. It has 23.9 million subscribers across the UK & Ireland, Germany & Austria and Italy, an increase of 244,000 on the quarter, but a decrease of 56,000 year-on-year.

Penetration of Sky Q in the UK market has now passed over 60%.

“Sky returned to customer growth in all three of its markets, bringing our total customer relationships and overall revenue in Europe essentially back to 2019 levels,” said Brian L. Roberts, Chairman and Chief Executive Officer of Comcast Corporation.

Sky EBITDA was \$139 million as the fourth quarter, as the broadcaster was hit by the shift in sporting events that had earlier been delayed as a result of Covid-19. There were also additional costs relating to the launch of new channels, including Sky Comedy and Sky Documentaries in May.

Revenues increased Sky increased 3.3% to \$5.2 billion in the fourth quarter of 2020, increases om

advertising and content revenue compensating for a reduction in ARPU.

For the year to December 31, 2020, Sky revenue decreased 3.3% to \$18.6 billion compared to 2019.

With pubs remaining closed and retail activity restricted in the UK at least, Sky is expecting to see a fall in its first quarter revenue.

DISNEY ADDS TO ITS CONTENT



Over 75 TV series and 270 movies will feature on Star, when the entertainment brand is added to Disney+ on February 23.

Jan Koeppen, President, The Walt Disney Company EMEA said: “Star will be an integral part of Disney+, making it bigger, bolder and even more exciting. The arrival of hundreds of TV series and movies including our exclusive Star Originals will make Disney+ the premier destination for high quality entertainment with something for everyone. Needless to say, all this comes with parental controls to give parents that peace of mind.”

Star on Disney+ will be available in the UK, Ireland, France, Germany Italy, Spain, Austria, Switzerland, Portugal, Belgium, Luxembourg, The Netherlands, Norway, Sweden, Denmark, Finland and Iceland plus Australia, New Zealand, and Canada.

NEW SVOD FOR FRANCE

NBCUniversal is planning to launch its Hayu SVOD platform onto the French market.

The reality platform will have



all the available seasons of Keeping Up with the Kardashians – the show is currently scattered across E!, MTV, NRJ12, Netflix and Amazon Prime Video.

In addition to the Kardashians, who are currently filming their 20th and final season, Hayu will also follow the shouty women known as The Real Housewives of Miami, New York and Beverley Hills.

WARNER NEW TEAM FOR MIDDLE EAST



WarnerMedia has put together a new management team that will handle the rollout of HBO Max in Europe, the Middle East and Africa.

Christina Sulebakk, who started as general manager of HBO Europe last July becomes General Manager HBO Max EMEA. Her initial brief will be to upgrade the present HBO streaming operations including HBO Nordic, HBO España, HBO Portugal and HBO Go in Central & East Europe.

Sulebakk will report into Johannes Larcher, the current head of HBO Max International.

Line Mykland, who led the launch of HBO Nordic, will now take charge of HBO Max’s content experience team in the EMEA regions.

Roberto Soto will head up growth marketing; Brett Horowitz, leads data, insights and planning; Tobias Andersson becomes the EMEA regional legal lead. ■