



## APPLE TV ON CANAL +



# CANAL+

Apple TV has come on Canal+. Its now made a launch as a Austrian version on

Canal+. It is now available via an app in the Apple App Store. It's compatible with all Apple TV devices running software version tvOS14 or higher.

The streaming service with thousands of series, films and documentaries can now be found on iOS, Android, all current smart TVs and browsers.

Subscribers can create favourite lists or use the search function. 3 streams can be used on 5 devices at the same time.

Current European content on the platform includes Open Secret featuring Penélope Cruz and Javier Bardem, Planet Single, an eight-part

series based on the Polish film of the same name and including one episode set in Vienna.

## WARNER – REDGE TIE-UP EXTENDED

### WarnerMedia



RedgeTechnologies

with TVN Warner Bros. Discovery for the licensing of the Redge Media SDP platform and the provision of Redge Media VDP services.

Player.pl has been operating on the Redge Media platform as an end-to-end deployment since 2017.

Commenting on the development, Maciej Gozdowski, managing director of Player, said: "We provide services to a numerous end users, so the stability and quality of UX are the most important criteria that guide us when selecting technology partners. The Redge Media platform is the essence of technological excellence in the OTT area".

Frasunek, member of the board at Redge Technologies, added: "Our cooperation with TVN started in 2011, and the broadcaster's DNA has always been close to us.

Warner and Redge Technologies tie-up has been extended and the contract

Together, we have created the largest VOD platform in Poland. The best content deserves the best technology and UX".

## POLISH BROADCAST MARKET GROWTH

Polish broadcast market is growing and IPTV continues to grow in Poland at the expense of satellite in terms of subscriber numbers, with the cable market remaining largely constant.

The latest annual report published by the country's Office of Electronic Communications (UKE) shows that in 2021 satellite TV accounted for just under half (49.5%) of pay-TV subscribers, down from 51.5% a year earlier.

At the same time cable's share remained unchanged at 6.1%, while IPTV's increased from 12.2% to 14.2%.

Other technologies remained unchanged at 0.2%. Although Cyfrowy Polsat had the largest number of pay-TV subscribers, its share fell from 30.1% to 29.1%. Second placed Canal+ remained constant at 19%, while UPC's share grew from 12.4% to 13%.

All told, there were 10.8 million pay-TV subscribers in Poland in 2021, the same number as a year earlier but lower than the 11 million in 2019 and higher than the 9.1 million in 2018. ■



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