



## VIACOM UNVEILS STREAMING PLANS



ViacomCBS has a new strategy in place and it plans to take Pluto TV and Showtime OTT and create a new ecosystem along with Paramount+ which is being launched in US, Canada and parts of Latin America.

Paramount+ program content will have sports, news and entertainment from ViacomCBS' stable which has BET, CBS, Comedy Central, MTV, Nickelodeon, Paramount Pictures and the Smithsonian Channel.

Bob Bakish, president and CEO, ViacomCBS, said: "In today's entertainment landscape, ViacomCBS stands apart as the only media company to fully embrace every segment of the streaming universe across free, premium and pay.

"The launch of Paramount+ supercharges our strategy with a broad pay service that will be home to everything consumers love, all in one place: live sports, breaking news and a mountain of entertainment, at scale. As we look ahead, ViacomCBS is ideally positioned to harness the full power of our assets and capabilities – from our world-class production studios and the value of our massive content library, to our global marketing platform and local relationships – to seize the

global opportunity in streaming".

Tom Ryan, president and CEO, ViacomCBS Streaming, added "Built from an iconic portfolio of beloved consumer brands and iconic franchises like SpongeBob and Star Trek, Paramount+ is a compelling and differentiated streaming offering for all audiences. In combination with Pluto TV and Showtime, the service will further strengthen our robust linked streaming ecosystem, giving us a critical competitive advantage as we pursue our goal of reaching consumers across every platform, at every price point, with creativity, content and experiences that are second to none".

## SKY – SES SATELLITE AGREEMENT



Sky UK plans to sign up with SES for satellite capacity for a €90 million contract and the contract will be valid till

2027 and this makes Sky UK a customer of SES spreading over 40 years.

SES will deliver Sky UK's channels in a mix of SD, HD and Ultra HD from to the subscribers in the UK and Ireland.

Steve Collar, CEO at SES, said: "This is a significant, multi-transponder, multi-year renewal founded on SES's decades of delivering a flawless and immersive TV viewing experience to Sky UK customers. It also underlines the continued and rising importance of satellites in delivering a premium content-viewing experience to end customers virtually everywhere".

SES had total revenues of €1,876 million in 2020, down from €1,984 million a year earlier. EBITDA was €1.079 million (€1,217 million) and its net loss of €86 million contrasted with a net profit of €296 million in 2019.

## NENT PARTNERS WITH RIKS TV

NENT Group partnership with the Norwegian DTT and online provider RiksTV continues and NENT Group's TV channels TV3, TV6 and V4 will receive continued distribution, and the Vsport channels will be added to RiksTV's streaming offer, Strim. The new agreement is valid up to September 2023. RiksTV reaches out to 98% of Norwegian households.

Jérôme Franck-Sætervoll, RiksTV CEO: "This is an important distribution deal for us. We continue to provide our customers with an exciting mix of streaming and linear TV in one distribution agreement. NENT Group invests enormously in sports, and their sports portfolio is growing rapidly. They have secured national sports such as cross-country skiing and alpine from 2021, as well as ice skating and the world's best leagues from women's football on their channels. This is content that our customers want."

## SKY DEUTSCHLAND LAUNCHES NEW CHANNELS



Sky Deutschland leading German broadcaster will launch new channels - Sky Comedy and Sky Crime on April 1, 2021.

More Sky channels are to be further launched this year and it will be a documentary channel and a nature channel

Sky Comedy and Sky Crime will be available as linear channels. The content will also be available on demand via Sky Q and Sky Ticket in Germany, on Sky X in Austria and on Sky Show in Switzerland.

Sky Deutschland has secured the rights to the Extreme E motorsport series in Germany, Austria and Switzerland. ■