



KANAL SPORTOWY NEW STRATEGY



Kanal Sportowy, the Polish YouTube channel has embarked on a new strategy and plans to invest into its own D2C OTT service. It made debut in March 2020 and currently has over 592,000 subscribers

Supported by Redge Media, with the product strategy and implementation of the OTT service and helped by Arskom Sport Brokers agency, specialised in sports marketing on the Polish market.

Przemyslaw Frasunek, member of the board at Redge Technologies, said: "When the YouTube channel grows, it is essential to be fully manageable in terms of content publication and appropriate advertisement selection. Kanal Sportowy, arguably the biggest sport channel now on internet TV, had experienced several limitations recently, to which Redge Media perfectly addresses. Thanks to our native technology, there will be no suppression or business halt, all that remains is the energy and creativity of the host team, which seems to be increasing every week".

VIACOMCBS STREAMING AHEAD



ViacomCBS is steaming full throttle ahead on a growth with its streaming and aided by Paramount+.

ViacomCBS has 47 million global streaming subscribers, adding 4.3 million in the third quarter.

The growth was led by Paramount+, which domestically had strong subscriber sign-ups and engagement from a variety of content and internationally by launches and progress in Latin America, Brazil, Australia and Canada.

Streaming revenue rose by 62% y-o-y, with streaming ad revenue growing by 48% y-o-y, driven by growth on Pluto TV and Paramount+. Meanwhile, streaming subscription revenue grew by 79% y-o-y, reflecting strong subscriber growth from the company's subscription services.

Pluto TV revenue grew by 99% y-o-y as MAUs increased to over 54 million in the quarter, helped by international growth.

FTTH COMPANY LAUNCHED BY ORANGE

Orange Concessions is exploring the launch of FTTH company as that will put it on a positive future ahead.

Orange Concessions, which was first announced in January this year, comprises 24 Public Initiative Networks (PIN), under contract with local authorities, in Metropolitan France and overseas territories. These networks ultimately represent over 4.5 million households connected to fibre, making Orange Concessions the

leading infrastructure operator in rural France.

Orange Concessions will be managed by Jean-Germain Breton, who has a solid track-record managing public initiative telecoms networks and working alongside local authorities, and supported by a team of over 100 women and men, 60% of whom will be located in the regions, close to the local authorities.

Stéphane Richard, chairman and CEO of Orange, said: "By 2025, 30% of FTTH connections in rural areas of France will be operated by Orange Concessions. Over the past ten years, Orange has been the undisputed leader of this major infrastructure project in France. I am now delighted that long-term investors – recognised for their infrastructure expertise and their proximity to local authorities – have acquired a stake in Orange Concessions. Orange is more committed than ever to being the go-to partner for local authorities in their regional digital development projects".

INTELSAT REGISTERS LOSSES

The Satellite operator, Intelsat has registered a series of losses in the last 3 quarters. Intelsat has posted a net loss of \$145.7 million for the third quarter compared to one of \$15.9 million in the same period last year.

At the same time, its total revenue for the three months ending September 30 increased by \$36.6 million, or 7%, to \$526.1 million compared to Q3 2020. This, the company notes, was primarily due to consolidation of revenue from its commercial aviation business. EBITDA was \$146.1 million for Q3 compared to \$266.7 million for the same period in 2020, reflecting lower interest expense, lower income, and higher reorganisation fees. ■