



DEUTSCHE TELEKOM TIE-UP WITH APPLE TV



Deutsche Telekom has a new strategy to woo subscribers and is offering customers using the Apple TV 4K box a dedicated remote control.

The operator has chosen Universal Electronics Inc (UEI) and its the voice-enabled Apple TV 4K remote control designed specifically for Multichannel Video Program Distributors (MVPDs).

The device, which can be used with Deutsche Telekom's MagentaTV service, features advanced voice search and control capabilities. Users are able to jump directly to MagentaTV's electronic program guide and access Siri for voice control. It also provides backlighting for an easier user experience.

NEW CHANNEL LAUNCHED BY MGU

MGM is spreading its wings across the globe and signed an agreement with the Canadian streaming TV and VOD service RiverTV.

Under it, RiverTV subscribers



will be able to purchase a subscription to Ukrainian channels, which includes the MGU services Ukraine 24, Ukraine, Ukraine 2, NLO TV 2, as well as partner channels Star Cinema, Star Family, X-Sport, Rybolovlya TV. Ukraine 24 will be made available free of charge to for the entire RiverTV user base.

RiverTV is the first licensed streaming TV provider in Canada to offer its own high-tech solutions, including dynamic ad insertion.

Ukraine 24 is already available to 30 million households in more than 15 countries

NETFLIX CHARGED WITH INSIDER TRADING



Netflix has been accused of insider trading when Wall Street's regulator found three former Netflix software engineers with insider trading.

The ex-employees and two associates are alleged to have made \$3 million from confidential Netflix subscriber data. The information was then used to illegally trade shares using information about the streamer's subscriber growth.

The complaint made by the US Securities and Exchange Commission (SEC), which alleged Sung Mo Jun, a former software engineer at Netflix was

at the centre of the long running scheme, during his period of employment in 2016 and 2017.

Sung Mo Jun passed the information to his brother and a close friend, who then used it to trade in Netflix shares. When he left the company, the practice continued through two other Netflix employees who continued to pass him the subscriber info.

A fraud case has also been launched against four of the five defendants which could carry a prison sentence.

NEW OTT CHANNEL



A new OTT channel is being launched by Real Madrid with an investment of €8 million from the Spanish Audiovisual Hub of Europe to "reinvent" Real Madrid TV as an OTT platform.

The project, dubbed 'Real Madrid Digital Factory' would combine on demand content with live streaming, distributed across multiple platforms.

The information comes from a request made by Spanish media to the Ministry of Economic Affairs and Digital Transformation.

The Audiovisual Hub project seeks to attract investment and strengthen audiovisual production in Spain. Its made investments of €1,600m including €200 million from the Recovery, Transformation and Resilience Plan. ■