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Sky evolves entertainment content offering

Sky announces it will not renew its agreement with Warner Bros. Discovery (WBD) in relation to HBO Max content when the current agreement concludes mid-June 2026. Sky has decided not to pursue a co-exclusive content arrangement as WBD prepares to launch its direct-to-consumer service in New Zealand.

Sophie Moloney, Sky Chief Executive, said: “We have carried out an extensive review of our content as part of a broader entertainment strategy refresh. As with our sport content, we’ve used a data-driven approach so we understand exactly what our customers watch and value across our combined portfolio. That work has led us to a strong conclusion: this is the right decision for Sky’s customers, and for our shareholders.”

“We are focused on delivering a compelling and diverse range of content that we know our customers love, through a broad range of studio partnerships including Paramount, BBC, Studiocanal and Sony, to name a few. We have taken steps to redefine and strengthen our entertainment content pipeline to deliver on our strategic ambitions, including the recently-announced expansion of our agreement with Paramount.”

Sky has an ongoing partnership with WBD for channel portfolio content including the Discovery, Discovery Turbo, TLC, ID, Animal Planet and CNN International channels on Sky, as well as a Transitional Service Agreement following the acquisition of Discovery NZ.

Ends

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