



## VODAFONE UP FOR ACQUISITION IN SPAIN



Vodafone is up for acquisition in Spain. Zegona is set to acquire at least 50% in Vodafone Spain. The valuation of the company at just over € billion.

Zegona was in talks with Vodafone and since then trading of its shares has been suspended on London Stock Exchange. It has also indicated it is in negotiations with a syndicate of banks to secure funding for an acquisition.

Zegona previously had a presence on the Spanish market through the cable operator Euskaltel, which it subsequently sold to MásMóvi

## WARNER BROS NEW LAUNCH IN HOLLAND

Warner Bros. Discovery will be launching HGTV in the Dutch market early next year.

The interior and lifestyle channel, which is already available in 93 countries, will make its debut on 15 January 2024.

“We are delighted to add the channel HGTV to the Warner Bros. Discovery portfolio, bringing this beautiful brand to the Netherlands,”



said Tatiana Lagewaard, Head of Content & Programming at Warner Bros. Discovery. “HGTV will also be a party that connects advertisers and commercial partners directly with a specific lifestyle target audience. Our goal with HGTV is to be a source of inspiration, but also a channel to relax with.”

Distribution has been secured with providers KPN, Ziggo and Odido, while most HGTV programming can also be seen on streaming service discovery+.

## NAME CHANGE FOR OX TO STAR

OX is to change its name in the Netherlands to the Star brand. In a statement, the channel said it would continue to be number one for drama, horror, and comedy series.

New titles Robyn Hood and The Goodship Murder will join favorites including Hudson & Rex, Below Deck, Shark Tank and The Equalizer.

As part of the March 2019 agreement between News Corp and Disney, FOX entertainment channels in Europe are now rebranding under the Star name that Disney has also adopted within the Disney+ app.

Fox Corporation retained FOX News Media, FOX Sports, FOX



Entertainment, FOX Television Stations and Tubi Media Group.

## GERMAN DTH SATELLITE BRAND NEW INITIATIVE



by ASTRA

German DTH satellite platform HD+ is expanding its offer on Astra (19.2° East) with the new Vielfalt+ (Variety+) package, offering 13 HD channels.

HD+ customers can receive the encrypted channels at no extra charge. They are operated by German media company High View, which is also launching three unencrypted SD channels on Astra at the same time.

With the Vielfalt+ package and the three new SD channels, High View, SES Germany and HD Plus are expanding their partnership. High View had secured long-term satellite capacity on Astra for new channels at the beginning of the year. Since then, ten unencrypted SD channels have been launched. ■