

# Europe TMT Sector M&A & Valuation TLDR - 2025-11-15

Europe TMT Sector

Generated on 2025-11-15  
CONFIDENTIAL - FOR INTERNAL USE ONLY

## 1. 30-Second TL;DR

- Apple revised its MLS partnership, eliminating the paywall for \$858 million to boost subscriber engagement on Apple TV.
- Disney is collaborating with Epic Games for a \$1.5 billion deal to allow AI-generated content on Disney+, enhancing user interaction.
- The TMT sector shows cautious optimism with an average EV/EBITDA multiple of 15.5x, driven by tech advancements but tempered by regulatory scrutiny and economic uncertainties.

## 2. 1-Minute TL;DR

- Apple's \$858 million deal with Major League Soccer aims to enhance its streaming service by removing the paywall for MLS matches, potentially attracting new subscribers and retaining existing ones.
- Disney's \$1.5 billion partnership with Epic Games focuses on integrating AI-generated content into Disney+, aiming to boost user engagement and subscription growth.
- The TMT sector reflects cautious optimism, with an average EV/EBITDA multiple of 15.5x. High-growth areas like software (20.3x) and AI (22.5x) command premiums, while traditional sectors like telecom (9.8x) and media (12.1x) face challenges due to slower growth.
- Market dynamics are influenced by technological advancements, regulatory scrutiny, and economic uncertainties, shaping future M&A activities.

## 3. 2-Minute TL;DR

- Apple's recent \$858 million revision of its partnership with Major League Soccer eliminates the paywall for MLS matches on Apple TV, aiming to enhance subscriber engagement and expand its viewer base. This strategic move aligns with Apple's goal of dominating the streaming market, although it carries risks related to content delivery and competition from other services.
- Disney's \$1.5 billion collaboration with Epic Games focuses on allowing users to create and share

# **Europe TMT Sector M&A & Valuation TLDR - 2025-11-15**

## *Europe TMT Sector*

AI-generated content on Disney+, enhancing user interaction and retention. This initiative positions Disney+ to leverage popular franchises and drive subscription growth, despite potential regulatory challenges and market acceptance issues.

- The TMT sector is navigating a landscape of cautious optimism, with an average EV/EBITDA multiple of 15.5x. High-growth sectors like software (20.3x) and AI (22.5x) are attracting investor interest, while traditional sectors like telecom (9.8x) and media (12.1x) face challenges due to slower growth prospects.

- Key market drivers include continuous technological advancements and robust investment in tech and fintech, while headwinds consist of regulatory scrutiny and economic uncertainties. Analysts predict continued consolidation in the sector as companies adapt to these dynamics and seek strategic partnerships to enhance their market positioning.