



## Q3 2024 News & Updates

July – September 2024

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### 0. Highlights from the Quarter

- **Amazon MGM Studios partners with Scott Stuber to relaunch United Artists ([7/26](#))**
  - In this new multi-year film partnership, Amazon MGM Studios will finance and release movies from Stuber's new production company under United Artists, reviving the languishing label
  - Stuber's company will produce several films annually via a first-look deal with Amazon MGM Studios; Stuber will also be involved in all projects released by the new United Artists
- **Brian Williams will host a one-night live special on Prime Video on November 5<sup>th</sup> ([10/17](#))**
  - Prime Video already offers an array of news outlets and *Election Night Live with Brian Williams* will join other live programming like *Thursday Night Football* and regular NBA telecasts on Prime
  - Discussion during the evening will center around real-time poll results and commentary, as well as nodding to "third-party news sources across all political affiliations"
- **Amazon prepares to double down on game shows ([9/26](#))**
  - Amazon plans to launch 4 shows in 7 weeks, dropping new episodes on "Winning Wednesdays"
  - The initiative aims to create consistent, family-friendly entertainment and encourage regular viewer engagement on Prime Video
  - While the rights issues can be complicated, Lauren Anderson, Head of Brand & Content Innovation at Amazon, believes other classic game show formats can be revived as well

## 1. Org

### *Exec Changes*

- *Hiring:* **Kelly Hughes, Head of Marketing at MGM+ (9/17)**
- *Promotion:* **Mark Shopiro, Head of Prime Video Canada (9/16)** Mark is under Magda Grace, Head of Prime Video Canada, Australia, and New Zealand
- *Promotion:* **Dan Slepak, Head of Marketplace at Prime Video Canada, Australia, and New Zealand (9/16)** Dan is also under Magda Grace
- *Promotion:* **Hwei Loke, Head of Prime Video Australia and New Zealand (9/16)**
- *New Role:* **Hushidar Kharas, Global Prime Video Brand and Social Strategy (9/16)**
- *Exit:* **María José Rodríguez, Head of Spanish Originals at Amazon Studios (7/15)**
- *Exit:* **Alysia Russo, Head of Docuseries at Amazon MGM Studios (9/20)**

## 2. Content, Deals & Distribution

### *Film*

- **General News & Strategy**
  - **Amazon MGM Studios enters multi-year film partnership with Scott Stuber to relaunch United Artists, producing several films annually for theatrical and Prime Video release (7/26)**
  - **Tyler Perry's *Divorce in the Black* drives record Prime Video sign-ups (8/12)**
- **Development**
  - ***The Mouse and the Motorcycle:*** Amazon MGM Studios, live-action/CGI adventure (7/11)
  - ***Yesteryear:*** Amazon MGM Studios, drama (7/31)
  - ***The Sims:*** Amazon MGM Studios, based on the video game (9/17)
- **Greenlights**
  - ***Sarah's Oil:*** Amazon MGM Studios, drama (8/5)
  - ***Maintenance Required:*** Amazon MGM Studios, rom-com (9/5)
  - ***Thomas Crown Affair:*** Amazon MGM Studios, crime thriller (9/11)
- **Dating**
  - ***The Accountant 2:*** Amazon MGM Studios, thriller, set for 4/25/25 (8/9)

### *TV*

- **General News & Strategy**
  - ***Interview:*** **Jennifer Salke, Head of Amazon MGM Studios and Vernon Sanders, Head of TV at Amazon MGM Studios (7/18)**

- Salke and Sanders emphasized the importance of strong partnerships between IP creators and visionary creators to ensure successful video game adaptations, as seen with *Fallout* and the upcoming *Tomb Raider* series
- The success of shows like *The Boys* and its spin-off *Gen V* underscores Amazon's strategy to build and expand franchises that have a strong fan base and critical acclaim
- **Amazon to stream *The Lord of the Rings: The Rings of Power* season 1 for free on Samsung devices ahead of season 2 premiere (8/15)**
- **Amazon Freevee launches FAST channel for popular anime *Naruto* (8/20)**
- **Comedy Dynamics launches 24/7 stand-up comedy channel on Amazon Freevee, featuring classic and new specials (9/10)**
- **Commentary: *Are You Smarter Than an Amazon Streaming Executive?* (9/26)**
  - Prime Video is significantly expanding its game show offerings, launching four new series in seven weeks, starting in October
  - Prime Video will introduce a new programming block called “Winning Wednesdays,” releasing new episodes of three game shows simultaneously each week, reminiscent of traditional broadcast TV strategies
  - The initiative aims to create consistent, family-friendly entertainment and encourage regular viewer engagement on Prime Video
- **Brian Williams in talks to host live election night special on Amazon Prime Video, marking potential first news-related programming venture for Prime (9/28)**
- **Development**
  - ***The Loneliest Girl in the Universe***: Amazon MGM, YA sci-fi drama (7/16)
  - ***Every Year After***: Prime Video, romantic drama (7/31)
  - ***San Fuerte***: Amazon MGM Studios, single-cam comedy (8/15)
  - ***Unt. Reacher spinoff***: Prime Video, detective drama (9/4)
- **Greenlights**
  - ***The Greatest***: Prime Video, sports biopic (7/11)
  - ***El Juicio***: Prime Video, legal drama (7/22)
  - ***Vought Rising***: Prime Video, superhero black comedy (7/26)
    - *The Boys* prequel series
  - ***Secret Level***: Prime Video, adult animation anthology (8/14)
  - ***The Assassin***: Prime Video, thriller (8/22)

- ***Wear Whatever The F You Want:*** Prime Video, fashion unscripted ([8/26](#))
- ***The Pasta Queen:*** Prime Video, culinary travel, set for 10/24/24 ([8/27](#))
- ***Glitter & Greed: The Lisa Frank Story:*** Prime Video, docuseries ([9/5](#))
- ***Scarpetta:*** Prime Video, mystery thriller ([9/18](#))
  - Greenlit for 2 seasons
- ***Unt. Robin Hood:*** MGM+, historical drama ([9/24](#))
- **Pickups**
  - ***Unt. University of Idaho student series:*** Prime Video, docuseries ([7/1](#))
    - Amazon is also planning a scripted version of the events
  - ***Home Team:*** Prime Video, comedy ([8/2](#))
- **Dating**
  - ***Trainer Tour:*** Prime Video/Roku, unscripted, set for 7/31/24 ([7/30](#))
  - ***A Very Royal Scandal:*** Prime Video, drama, set for 9/19/24 ([8/13](#))
  - ***From S3:*** MGM+, sci-fi thriller, set for 9/22/24 ([7/26](#))
  - ***Killer Cakes:*** Prime Video, competition reality, set for 10/8/24 ([8/19](#))
  - ***Citadel: Diana:*** Prime Video, spy drama, set for 10/10/24 ([7/15](#))
  - ***Are You Smarter Than a Celebrity:*** Prime Video, gameshow, set for 10/16/24 ([8/8](#))
  - ***Cross:*** Prime Video, crime thriller, set for 11/14/24 ([7/6](#))
- **Renewals**
  - ***Invincible S4:*** Prime Video, superhero animation ([7/26](#))
  - ***Hazbin Hotel S3 + S4:*** Prime Video, animated musical comedy ([7/26](#))
  - ***The Sausage Party: Foodtopia S2:*** Prime Video, adult animation ([7/26](#))
  - **Cancellations**
    - ***Outer Range:*** Prime Video, sci-fi/neo-western drama, ending after 2 seasons ([7/3](#))
    - ***American Rust:*** Prime Video, drama, ending after 2 seasons ([7/26](#))
    - ***My Lady Jane:*** Prime Video, alternate historical fiction, ending after 1 season ([8/16](#))
    - ***Bosch: Legacy:*** Prime Video/Freevee, legal drama, ending after 3 seasons ([9/6](#))
      - The series is Amazon's longest-running scripted series to date

## International

- **General News & Strategy**

- **Interview: Sarah Christie, Senior Development Executive at Amazon MGM Studios in Australia (7/12)**
  - Prime Video averages six commissions per year in Australia over the past five years
  - Amazon is selling international rights to *Narrow Road to the Deep North* and *Top End Bub* while holding onto Australian rights, while the show *Deadlock* is airing on Prime in all territories
- **Interview: Dennis Maly, Head of Business Affairs in Germany at Amazon Studios (7/4)**
  - Dennis discussed collaboration opportunities between traditional broadcasters and streamers, highlighting flexible models that share costs and risks for higher-value productions
  - Maly reassured linear networks that partnering with streamers like Amazon doesn't necessarily mean their projects will end up on another platform, citing successful partnerships in Spain with Mediaset and in France with TF1
  - He emphasized that while Amazon can fully fund brand-defining shows like *Maxton Hall*, they are open to models where broadcasters air the first season free-to-air before subsequent seasons stream on Prime
- **PBS Documentaries launches Prime Video channel in Canada (7/2)**
- **Netflix and Amazon lead global commissioning race with majority non-U.S. titles, reports Ampere Analysis (7/1)**
- **Prime Video highlights commitment to Spanish cinema with upcoming releases and theatrical distribution (7/9)**
- **Amazon Prime Video acquires historic Bray Film Studios in U.K. for expanded production capacity (7/22)**
- **Interview: Ricardo Carbornero, Director of Prime Video in Spain and Portugal, and Maria Jose Rodriguez, Head of Spanish Originals at Amazon Studios (7/10)**
  - Prime Video announced plans to release two of its upcoming original films, *Hildegart* and *Sigue mi voz*, in cinemas, with intentions for more theatrical distributions in the future
  - Despite trends of global streamers scaling back on original content, Prime Video in Spain has increased its number of feature film productions, focusing on impactful originals that build the brand and drive subscriptions
  - Prime Video in Spain has evolved from being a value-add for existing Prime subscribers to a key driver of new Prime subscriptions, with

additional services like free shipping and music becoming secondary benefits

- Prime Video collaborates actively with local broadcasters, offering free-to-air programming on demand and sharing Prime Video originals with traditional broadcasters in Spain
- **Viaplay launches on Amazon Prime Video channels in the U.K. (7/8)**
- **American viewership of UK streaming content on Netflix and Prime Video soared 40% amid Hollywood strikes (8/2)**
- **Jade Osiberu exits Prime Video's Africa deal amid streamer's abrupt pullback from original productions on the continent (8/28)**
- **Prime Video France unveils upcoming content slate (9/25)**
- **Odeon and Prime Video partner with UK film distributors for discounted streaming offer linked to cinema ticket purchases, running from October 1 to November 7 (9/26)**
- **Prime Video's Gaurav Gandhi highlights varied APAC strategies, emphasizes channels business and flexibility in pivoting between theatrical releases and streaming series (9/26)**
- **Greenlights**
  - **Film**
    - [Spain] **Zeta**: Prime Video, thriller (7/10)
  - **TV**
    - [Mexico] **No One Will Miss Us**: Prime Video, drama (7/11)
    - [Spain] **Cochinas**: Prime Video, drama (7/10)
    - [Spain] **Cómo Cazar a un Monstruo**: Prime Video, docuseries (7/10)
    - [Spain] **Medina: El Estafador de Famosos**: Prime Video, docuseries (7/10)
    - [Spain] **Infiltrada en el Búnker**: Prime Video, docuseries (7/10)
    - [UK] **Last One Laughing**: Prime Video, comedy unscripted (8/22)
    - [India] **The Traitors**: Prime Video, unscripted (9/16)
- **Pick-Ups**
  - **Film**
    - **The Assessment**: Prime Video, sci-fi (9/5)
      - International rights
    - **Here**: Amazon MGM Studios, drama (9/26)
      - Theatrical commitment in international territories
  - **TV**

- [UK/Ireland] **Nautilus**: Prime Video, fantasy drama ([8/14](#))
  - Originally at Disney+ UK
- [UK] **Joan**: Prime Video, drama ([8/29](#))
  - Pan-African territories
- **Dating**
  - **Film**
    - [Nigeria/England] **A Song from the Dark**: Prime Video, supernatural horror, set for 7/12/24 ([7/9](#))
    - [Spain] **Apocalipsis Z: El Principio del Fin**: Prime Video, action adventure, set for 10/31/24 ([7/10](#))
    - [Spain] **Courtois: la Vuelta del Número 1**: Prime Video, sports documentary, set for 9/20/24 ([7/10](#))
    - [France] **Freedom**: Prime Video, heist romance, set for 11/1/24 ([7/8](#))
  - **TV**
    - [Spain] **Cómo Cazar a un Monstruo**: Prime Video, docuseries, set for 9/6/24 ([7/10](#))
    - [Spain] **Medina: El Estafador de Famosos**: Prime Video, docuseries, set for October 2024 ([7/10](#))
    - [Australia] **The Office**: Prime Video, comedy, set for 10/18/24 ([8/18](#))
    - [India] **Citadel: Honey Bunny**: Prime Video, spy action thriller, set for 11/7/24 ([8/1](#))
    - [Germany] **German Cocaine Cowboy**: Prime Video, documentary, set for 11/10/24 ([9/17](#))
    - [Germany] **Billions Mike**: Prime Video, documentary, set for 11/17/24 ([9/17](#))
    - [Germany] **Kill My Doppelgänger**: Prime Video, documentary, set for 2025 ([9/17](#))
- **Renewals**
  - **TV**
    - [India] **Mirzapur S4**: Prime Video, crime drama ([7/12](#))
    - [Spain] **Citas Barcelona S2**: Prime Video, romantic drama ([7/10](#))
    - [Spain] **Operación Triunfo S13**: Prime Video, talent competition ([7/10](#))
    - [Spain] **Reina Roja S3**: Prime Video, thriller ([7/10](#))
    - [Spain] **La que se Avecina S15**: Prime Video, sitcom ([7/10](#))
    - [Spain] **Pombo and Dulceida: Al Desnudo S2**: Prime Video, docuseries ([7/10](#))

- [Australia] **Deadlock S2**: Prime Video, crime comedy ([7/8](#))
- [Colombia] **Betty la Fea, La Historia Continúa S2**: Prime Video, drama ([7/29](#))
- [India] **Call Me Bae S2**: Prime Video, dramedy ([9/18](#))

### Specials

- **Greenlight**
  - **Unt. George Lopez**: Prime Video, comedy special ([9/12](#))
- **Dating**
  - **60<sup>th</sup> Academy of Country Music Awards**: Prime Video, awards show, set for 5/8/25 ([7/16](#))

### Sports

- **General News & Strategy**
  - Amazon Prime Video enhances AI-powered features for **Thursday Night Football**, adding real-time "pressure alerts," offensive line analysis, and "Coverage ID" to elevate fan engagement and leverage NFL's expanding data partnership ([9/10](#))
  - Amazon to stream NHL games in Canada starting October, eyeing future broadcast rights post-2026 ([9/23](#))

### Podcasts

- **General News & Strategy**
  - Wondery secures exclusive distribution deal with Dax Shepard's **Armchair Expert** podcast in \$80M agreement, including new content development and merchandise rights ([7/11](#))

### Deals

- **Scott Stuber**: Amazon MGM Studios will finance and release theatrical and streaming films under Stuber's new production company, under United Artists ([7/26](#))
- **Premeditated Productions**: Liz Pelletier and Sherryl Clark's production company, first-look TV and film deal with Amazon MGM Studios ([8/20](#))
  - Entangled Publishing will license its back catalogue to Premeditated for film, TV, and gaming
- **Sipur**: Israeli-based production company, first-look production and distribution deal with MGM Television ([8/27](#))
- **Jason and Travis Kelce**: Three-year exclusive ad-sales and distribution rights for **New Heights** podcast with Wondery ([8/27](#))



### **3. Strategy & Miscellaneous News**

#### *Strategy*

- Prime Video launches global user interface update to enhance navigation and content discovery, integrating personalized recommendations ([7/23](#))
- Amazon Ads launches *The Glitch* on Fortnite, featuring branded playable worlds for Domino's and Peloton, with guaranteed promotion via sponsored Twitch streams by popular influencers ([9/19](#))
- Amazon MGM Studios and Prime Video to join Motion Picture Association as seventh member on October 1 ([9/19](#))

#### *Misc. News*

- MrBeast and Amazon face lawsuit alleging mistreatment, sexual harassment, and unpaid wages in *Beast Games* reality show, with plaintiffs seeking class-action status and punitive damages ([9/17](#))

### **4. Investor Relations**

#### *Quarterly Earnings*

- Company Materials
  - Q2 FY 2024 Earnings Report ([8/1](#))
  - Q2 FY 2024 Earnings Call ([8/2](#))
- News Coverage
  - Amazon's Q2 revenue misses estimates at \$148B; Prime Video and advertising show strong growth ([8/1](#))

#### *Misc.*

- Amazon poised to surpass \$1.8B in upfront video advertising commitments following Prime Video's ad-supported expansion ([9/26](#))

### **5. M&A**

#### *General News & Strategy*

- Amazon in talks to sell unscripted production studio MGM Alternative ([8/27](#))
  - The unit is behind shows such as NBC's *The Voice*, CBS' *Survivor*, ABC's *Shark Tank* and Fox's *Beat Shazam*