



Q2 2024 News & Updates

April – June 2024

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1. Org

Exec Changes

- *Hiring:* **Krishan Bhatia**, VP of Global Video Advertising for Amazon Ads ([4/11](#))
- *Promotion:* **Megan Espinoza**, VP of Film and TV Development at Gato Grande, English-language division ([4/1](#))
- *Promotion:* **Moises Amsel**, VP of Film and TV Development at Gato Grande, English-language division ([4/1](#))
- *Promotion:* **Amanda Baker-Lane**, Global Head of DEIA at Amazon MGM Studios, Prime Video, and Freevee ([6/11](#))
- *New Role:* **Lauren Anderson**, Head of Brand and Content Innovation at Amazon MGM Studios ([5/29](#)) Lauren will manage Amazon MGM Studios' collaboration with brands as they partner on originals
- *New Role:* **Christel Miller**, Head of Scripted Hybrid at Amazon MGM Studios ([5/29](#))
- *New Role:* **Benoit Landry**, Head of Branded & Talk Group at Amazon MGM Studios ([5/29](#))
- *Exit:* **Chris Brearton**, VP of Corporate Strategy at MGM+ and MGM Alternative Television ([4/10](#))
- *Exit:* **Aparna Purohit**, Head of Originals for India and Southeast Asia at Prime Video ([5/8](#))
- *Exit:* **Latasha Gillespie**, Global Head of DEIA at Amazon MGM Studios, Prime Video, and Freevee ([6/11](#))

2. Content, Deals & Distribution

Film

- **Development**

- **T-Minus:** Amazon MGM Studios, action thriller ([4/25](#))
- **Verity:** Amazon MGM Studios, romantic thriller ([5/1](#))
- **Follow Me:** Amazon MGM Studios, dark thriller ([5/8](#))
- **Red, White & Royal Blue sequel:** Amazon MGM Studios, romantic comedy ([5/9](#))
- **Road House sequel:** Amazon MGM Studios, action ([5/14](#))
- **Unt. Kenny Washington:** Amazon MGM Studios, sports drama ([6/5](#))
- **Spaceballs sequel:** Amazon MGM Studios, comedy ([6/18](#))
- **I Used to Eat Brains, Now I Eat Kale:** Amazon MGM Studios, zombie comedy ([6/25](#))

- **Greenlights**

- **Stakehorse:** Amazon MGM Studios, crime thriller ([4/12](#))
- **Unt. Dale Earnhardt doc:** Prime Video, sports documentary ([5/14](#))
- **Unt. Madden NFL doc:** Prime Video, sports documentary ([5/14](#))
- **ChiefsAholi: A Wolf in Chiefs Clothing:** Prime Video, sports documentary ([5/14](#))
- **Balls Up:** Amazon MGM Studios, action comedy ([6/20](#))

- **Pickups**

- **The Robots Go Crazy:** Amazon MGM Studios, action comedy ([5/15](#))
- **Brothers:** Amazon MGM Studios, action comedy ([5/22](#))
- **Hollywood Ending:** Amazon MGM Studios, documentary ([5/28](#))
- **Murder 101:** Amazon MGM Studios, true crime drama ([6/24](#))

- **Dating**

- **Women of My Billion (WOMB):** Prime Video, documentary, set for 5/3/24 ([4/25](#))
- **Nickel Boys:** Orion Pictures, drama, set for 10/25/24 ([4/29](#))
- **Levon's Trade:** Amazon MGM Studios, action, set for 1/17/25 ([4/8](#))
- **Three Bags Full: A Sheep Detective Movie:** Amazon MGM Studios, comedy, set for 2/20/26 ([6/7](#))
- **Project Hail Mary:** Amazon MGM Studios, space adventure, set for 3/20/26 ([4/18](#))

- ***Masters of the Universe***: Amazon MGM Studios, sci-fi/fantasy, set for 6/5/26 ([5/1](#))

TV

• General News & Strategy

- Pamela Anderson and K2 Studios' FAST channel EarthDay 365 expands U.S. distribution with launch on Amazon's Freevee ([4/9](#))
- Prime Video launches 2024 Emmy FYC activation Prime Experience at NYA West with interactive exhibits and panels ([4/23](#))
- Amazon Prime Video debuts at first upfront ([5/14](#))
- Amazon executives highlight Prime Video's expansive ad reach of 175M U.S. viewers ([5/14](#))
- Allen Media Group partners with Amazon to distribute free TV stations, Local Now channels, and Weather Channel en Español on Fire TV and Echo Show devices ([5/29](#))
- Amazon Freevee show *Judy Justice* set for September 9 broadcast launch across all U.S. markets under multi-year syndication deal ([6/27](#))

• Development

- ***Legally Blonde series***: Amazon MGM Studios, comedy ([4/4](#))
- ***DINKS***: Amazon MGM studios, multi-cam comedy ([4/22](#))
- ***Unt. Adam Sussman/Mark Perez series***: Freevee, medical drama ([5/1](#))
- ***Gods in Alabama***: Amazon MGM Studios, legal thriller ([5/6](#))
- ***Sigma Force***: Amazon MGM Studios, techno-thriller ([6/6](#))
- ***Totally Spies!***: Amazon MGM Studios, YA animation ([6/17](#))
- ***The 500***: Amazon MGM Studios, thriller ([6/13](#))
- ***Unt. Riz Ahmed***: Prime Video, comedy ([6/20](#))

• Greenlights

- ***Are You Smarter Than A Celebrity?***: Prime Video, gameshow ([4/16](#))
- ***The Better Sister***: Prime Video, thriller ([5/1](#))
- ***The Girlfriend***: Prime Video, drama ([5/2](#))
- ***Influenced***: Amazon MGM Studios, half-hour talk show ([5/10](#))
- ***Haven***: Prime Video, heist thriller ([5/10](#))
- ***Buy It Now***: Prime Video, game show ([5/14](#))
- ***Wish List Games***: Prime Video, game show ([5/14](#))
- ***Pop Culture Jeopardy!***: Prime Video, game show ([5/14](#))

- **Game 7:** Prime Video, sports docuseries ([5/14](#))
- **Noir:** Prime Video/MGM+, superhero live action ([5/14](#))
- **Unt. Legally Blonde prequel:** Amazon MGM Studios, comedy ([5/14](#))
- **Tomb Raider:** Prime Video, adventure drama ([5/14](#))
- **Band:** Amazon MGM Studios, drama ([5/29](#))
- **Young Sherlock Holmes:** Prime Video, mystery drama ([5/29](#))
- **Kevin:** Prime Video, animated comedy ([5/30](#))
- **American Gladiator:** Prime Video, competition ([6/3](#))
- **Countdown:** Prime Video, thriller drama ([6/6](#))
 - 13-episode order
- **The Institute:** MGM+, thriller ([6/13](#))
- **The Nightbeast:** Amazon MGM Studios, dark comedy ([6/17](#))
- **Pickups**
 - **Unt. NHL docuseries:** Prime Video, sports docuseries ([6/6](#))
- **Dating**
 - **Fallout:** Amazon Prime Video, adaptation of the retro-futuristic video game, set for 4/10/24 ([4/8](#))
 - **Emperor of Ocean Park:** MGM+, suspense thriller, set for 7/14/24 ([5/22](#))
 - **Batman: Caped Crusader:** Prime Video, superhero animation, set for 8/1/24 ([5/9](#))
 - **The Summer I Turned Pretty S3:** Prime Video, YA drama, set for summer 2025 ([5/14](#))
- **Renewals**
 - **Fallout S2:** Prime Video, sci-fi drama ([4/18](#))
 - **Alex Cross S2:** Prime Video, drama ([4/30](#))
 - **The Boys S5:** Prime Video, superhero drama ([5/14](#))
 - **Coach Prime S3:** Prime Video, sports docuseries ([5/14](#))
 - **Mr. And Mrs. Smith S2:** Prime Video, spy drama ([5/14](#))
 - **007: Road to a Million S2:** Prime Video, reality competition ([5/15](#))
 - **Cancellations**
 - **Silk: Spider Society:** Prime Video, superhero live-action, cancelled in development ([5/16](#))
 - **Primo:** Freevee, comedy, ending after 1 season ([5/21](#))
 - **High School:** Freevee, coming-of-age drama, ending after 1 season ([5/23](#))

- ***The Boys***: Prime Video, superhero drama, ending after 5 seasons ([6/11](#))

International

• General News & Strategy

- Amazon secures deal to offer Lionsgate and Starz programming on MGM+ in the U.K. ([4/2](#))
- Linear TV talent show *Operación Triunfo* achieves historic premiere on Prime Video Spain, signaling rising demand for unscripted content online ([4/5](#))
- Amazon Prime Video has ceased its original content production teams in Southeast Asia, focusing instead on licensing and U.S. content ([4/9](#))
- Amazon partners with the BBC on 2nd and 3rd season of *The Night Manager* ([4/11](#))
- Nordic streamer Viaplay joins Amazon Prime Video Channels as a \$5.99/month subscription offering in the U.S ([4/17](#))
- Amazon's miniTV expands offerings in India with 200 new shows and films in Tamil and Telugu ([4/18](#))
- Amazon and MGM International collaborate to launch MGM+ in India ([4/30](#))
- Amazon UK reveals \$400M investment in British content, boosting co-productions and licensing deals with UK Public Service Broadcasters ([5/8](#))
- India's Tata Play and Amazon Prime collaborate to offer Prime benefits to viewers ([5/13](#))
- *Interview: Davide Nardini, Head of Scripted Local Originals in Italy for Amazon MGM Studios* ([6/10](#))
 - Nardini highlighted the opportunity for co-productions like on *Costiera*, an Amazon original which Fremantle is distributing worldwide excluding France, Spain, Italy and Portugal
- *Interview: Javiera Balmaceda, Head of International Originals at Amazon MGM Studios* ([6/19](#))
 - True crime content is particularly successful in Latin America
 - Balmaceda dispelled concerns about Amazon Studios slowing down, explaining that it might seem like a slowdown because they are producing previously greenlit shows, but they continue to greenlight new projects
- SkyShowtime to launch on Prime Video Channels in Spain, Netherlands, Poland, and Sweden starting in July ([6/27](#))

- **Pick-Ups**
 - **Film**
 - **Mongoose: Prime Video, action-thriller** ([5/22](#))
 - **TV**
 - [Lebanon] **Self Modulation**: Prime Video, dramedy ([4/11](#))
 - This is Prime Video's first Arabic TV series acquisition
 - [South Africa] **The World's Strangest Jobs**: Prime Video, comedy docuseries ([4/12](#))
- **Greenlights**
 - **Film**
 - [UK] **The London Underground Killer**: Prime Video, documentary ([5/7](#))
 - [Japan] **Unt. Kitano Takeshi**: Amazon MGM Studios, unknown genre ([6/18](#))
 - **TV**
 - [India] **Amber Girls School**: miniTV, drama ([4/26](#))
 - [UK] **My Fault: London**: Prime Video, drama ([5/22](#))
- **Dating**
 - **Film**
 - [India] **Women of My Billion (WOMB)**: Prime Video, documentary, set for 5/3/24 ([4/25](#))
 - **TV**
 - [Colombia] **Betty la Fea, the Story Continues**: Prime Video, telenovela, set for 7/19/24 ([5/8](#))
- **Renewals**
 - **TV**
 - [UK] **The Night Manager S3**: Prime Video/BBC, thriller ([4/11](#))
 - 2 season order from the BBC and Amazon
 - [Germany] **Maxton Hall – The World Between Us S2**: Prime Video, YA drama ([5/17](#))

Specials

- **Greenlight**
 - **Unt. Iliza Shlesinger comedy special** ([4/17](#))
- **Dating**
 - **Sam Morril: You've Changed**: Prime Video, comedy special, set for 7/9/24 ([6/6](#))

Sports

- **General News & Strategy**
 - Amazon Prime Video renews WNBA streaming deal through 2025 season ([4/5](#))
 - Amazon collaborates with Red Bull on downhill skiing docuseries ([4/10](#))
 - Paramount+, Peacock, and Amazon Prime Video report significant viewership gains due to NFL coverage in Q1 2024, according to Ampere Analysis ([4/15](#))
 - Amazon Prime Video secures exclusive rights to stream NHL Monday night games in Canada for 2024-25 and 2025-26 Seasons ([4/5](#))
 - NBA advances towards new media deals with Amazon, YouTube, and NBCUniversal eyeing streaming rights; Disney and Warner Bros. Discovery negotiate renewals amid rising costs ([4/25](#))
 - Amazon secures rights to NBA In-Season and Play-in Tournaments ([5/6](#))
 - Amazon Prime Video partners with AT&T for major sponsorship of WNBA and National Women's Soccer League broadcasts ([5/10](#))

Podcasts

- **General News & Strategy**
 - Amazon's Wondery launches podcast subscription service Wondery+ in U.K. ([4/24](#))
- **Greenlights**
 - *The Price of Paradise*: Wondery, drama limited series ([4/10](#))

Deals

- **Nine Stories**: Jake Gyllenhaal's production company, three-year first-look film deal with Amazon MGM studios ([4/2](#))
- **Ever Anderson**: Strategic partnership with Amazon MGM Studios ([5/9](#))
- **Semi-Formal Productions**: Michael Showalter and Jodana Mollick's production company, multi-year first-look film deal with Amazon MGM Studios ([6/27](#))

3. Strategy & Miscellaneous News

Strategy

- **After launching *Fallout* TV series on Prime Video, Amazon offers free *Fallout 76* game to Prime Members in promotional tie-in ([4/12](#))**
- **Commentary: Amazon's New Prime Ads Aim to Take Streamers Shopping ([5/7](#))**
 - Amazon has launched new interactive advertising formats on Prime Video that allow viewers to shop directly for products during their streaming experience

- The new ads include features like carousel ads, which let viewers browse products during pauses, pause ads that display clickable shopping options when content is paused, and trivia ads that offer shopping incentives linked to brand facts
- **Commentary: Apple, Netflix, Amazon Want to Change How They Pay Hollywood Stars (5/12)**
 - Apple is planning to change its compensation model for talent, moving from a fixed payment model to performance-based pay, which will calculate bonuses based on viewer engagement and subscription drivers
 - The new compensation scheme involves a points system where talent bonuses are determined by three factors: subscriber sign-ups attributed to the show, total viewer engagement time, and cost efficiency relative to audience size
 - Similar shifts are underway at Netflix and Amazon, with industry-wide discussions focusing on aligning pay more closely with performance to potentially lower production costs and provide incentives for quality content creation
- **Amazon Prime Video greenlights two game shows with tie ins to Amazon's shopping portals (5/14)**
- **Amazon in discussions with Paramount Global for bundled channel sales and advertising, exploring potential streaming partnerships (5/15)**
- **Amazon looks to create brand-supported originals (5/29)**
 - Lauren Anderson will help brands find engaging partnership opportunities across the Originals slate, including ad-supported content
 - Benoit Landry will lead a new group focused on developing brand-centered Originals and serving as a resource for creators to incorporate brands into their series
 - Justin Holt will lead another group examining methods for weaving advertiser messages into content, aiming to optimize brand integration within shows
- **Interview: Christoph Hartmann, VP at Amazon Games (6/27)**
 - Amazon is preparing to release 2 games in the fall and plans to release 2-3 per year, with 8 games in development
 - Amazon Games is avoiding mobile games due to market saturation and Hartmann's background in AAA console and PC titles, focusing instead on high-quality, large-scale projects
 - Amazon Games collaborates closely with Prime Video and other Amazon entertainment sectors to develop games based on IP they own or can access
 - AI is expected to significantly impact gaming, with Amazon Games aiming to use AI for personalization and training new players with an artificial mentor
 - Despite industry layoffs, Amazon Games is expanding, opening new studios in Bucharest and Montreal, and actively hiring talent

Misc. News

- Copyright dispute intensifies over *Road House* remake; Amazon, MGM counterclaim against original screenwriter ([5/6](#))
- Tasveer Film Festival launches South Asian Film Market at Cannes with partners including Amazon and NBCUniversal ([5/14](#))
- Amazon Prime Video found in breach of Ofcom Code over harmful content in Filipino film ([6/3](#))
- Amazon announces Prime Day 2024 dates with Megan Thee Stallion music video ([6/25](#))

4. Investor Relations

Quarterly Earnings

- **Company Materials**
 - Q1 FY 2024 Earnings Call ([4/30](#))
 - Q1 FY 2024 Earnings Report ([4/30](#))
- **News Coverage**
 - Amazon reports record \$11.82B in Q1 advertising revenue, surpassing expectations with Prime Video ads boost ([4/30](#))

Misc.

- Amazon CEO Andy Jassy reports 24% increase in 2023 ad revenue to \$47B, driven by sponsored ads and new streaming TV advertising initiatives ([4/11](#))
 - Prime Video now reaches more than 200M monthly viewers ([4/11](#))