



## Q1 2024 News & Updates

January – March 2024

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### 1. Org

#### *Exec Changes*

- **Hiring: Jeremy Helfand, VP of Advertising at Prime Video ([1/4](#))**
- **Promotion: Anaïs Baker, Head of Global Formats at Amazon MGM Studios ([2/13](#))**
- **Promotion: Michael Katzer, Head of International at MGM+ ([2/27](#)) Michael will report to Global General Manager Josh McIvor**
- **Exit: Marie Donoghue, VP of Global Sports Video at Amazon ([1/4](#))**
- **Exit: Sandino Moya-Smith, Senior Production & Development Executive at Amazon Studios MGM ([1/10](#))**
- **Exit: Nancy Cotton, EVP and Head of Scripted Programming for MGM+ ([1/10](#))**
- **Exit: Arturo Interian, EVP of Current Scripted Programming ([1/10](#))**
- **Exit: Marcy Kaplan, Head of Production for MGM+ ([1/10](#))**
- **Exit: Chris Castillo, Head of Scripted TV for Amazon Studios ([1/10](#))**
- **Exit: Uri Fleming, Head of Business Affairs, Unscripted at Amazon Studios ([1/10](#))**
- **Exit: Mark Boxer, Head of Specialty Theatrical Distribution at Amazon MGM Studios ([1/11](#))**
- **Exit: Tim Clawson, Head of Worldwide Production and Post at Amazon MGM Studios ([3/26](#))**

#### *Org*

- **Amazon Studios and Prime Video announce layoffs impacting several hundred employees ([1/10](#))**
  - Most of the exits are a result of the integration of the MGM Scripted TV team and MGM Alternative TV
- **Audible lays off 5% of workforce amidst Amazon group-wide cutbacks ([1/11](#))**
- **Prime Video initiates job consultations in Europe amid restructuring, affecting less than 5% of staff ([3/5](#))**

## 2. Content, Deals & Distribution

### Film

- **General News & Strategy**

- ***Saltburn* achieves viral success, garnering massive online following and top 10 global debut on Prime Video ([1/9](#))**
- **Paramount Pictures renews output deal with MGM+ through 2025 ([1/19](#))**
- **Doug Liman will boycott SXSW premiere of *Road House* in protest of Amazon MGM bypassing theaters for Prime Video release ([1/24](#))**
  - Jake Gyllenhaal confirms that *Road House* was always going to Prime ([2/27](#))
  - Doug Liman changes mind, attends SXSW opening night *Road House* premiere ([3/8](#))
  - *Commentary: The Road House* reboot battle ([2/14](#))

- **Development**

- ***Razzlekhan***: Amazon MGM Studios, crime ([1/26](#))
- ***I Am Not Your Perfect Mexican Daughter***: Orion Studios, drama ([2/5](#))
  - Previously at Netflix
- ***Burn Night***: Amazon MGM Studios, thriller ([2/13](#))
- ***The Accountant 2***: Amazon MGM Studios, action thriller ([3/7](#))

- **Greenlights**

- ***Malice***: Prime Video, psychological thriller ([1/24](#))
- ***Deep Cover***: Prime Video, action comedy ([2/1](#))
- ***High and Low***: Apple Original Films, drama ([2/8](#))
  - The film will be released theatrically by A24 before launching on Apple TV+
- ***Unt. Roger Federer documentary***: Prime Video, sports documentary ([2/19](#))
- ***Merv***: Amazon MGM Studios, romantic comedy ([3/7](#))
- ***The Man With The Bag***: Amazon MGM Studios, holiday family comedy ([3/12](#))
- ***Unt. Allen Iverson documentary***: Prime Video, sports documentary ([3/14](#))
- ***Oh. What. Fun***: Amazon MGM Studios, holiday comedy ([3/18](#))
- ***A Simple Favor 2***: Amazon MGM, black comedy ([3/27](#))

- **Pickups**

- ***My Old Ass***: Amazon MGM Studios, comedy ([1/26](#))

- **Levon's Trade:** Amazon MGM Studios, action ([1/26](#))
- **Mercy:** Amazon MGM Studios, sci-fi ([1/25](#))
- **I Am: Celine Dion:** Prime Video, documentary ([1/30](#))
- **Unt. Kim Kardashian thriller:** Amazon MGM, thriller ([3/4](#))

- **Dating**

- **The Kids are Growing Up:** Prime Video, documentary, set for 2/29/24 ([2/20](#))
- **Blue Angels:** Amazon MGM Studios, documentary, set for 5/17/24 in theaters and 5/23/24 on Prime Video ([3/20](#))
- **My Old Ass:** Amazon MGM Studios, coming-of-age drama, set for 8/2/24 ([2/22](#))
- **Blink Twice:** Amazon MGM Studios, suspense thriller, set for 8/23/24 ([1/26](#))

## TV

- **General News & Strategy**

- **MrBeast nears deal with Amazon Prime Video for reality-competition show** ([1/22](#))
- **Amazon MGM Studios secures multi-year syndication deal for *Judy Justice* on U.S. broadcast markets** ([1/24](#))
  - This marks a rare occurrence of a streaming show being in off-network syndication to local TV stations
- **Ampere Analysis finds Amazon is the only major streamer still increasing its original commissions** ([1/30](#))
- **Amazon schedules first upfront event for May 14, aiming to attract ad buyers with its expanding streaming portfolio** ([2/22](#))
  - Amazon to showcase ad-supported Prime Video, Prime Video sports, Twitch, Amazon Freevee, and Amazon Music at upfront event ([2/22](#))
- **Amazon and Fox forge innovative partnership for broadcast of *The 1% Club* following Prime Video premiere** ([3/4](#))
- **Audible Inc. and Amazon MGM Studios collaborate to develop TV series from popular podcasts and original audio content** ([3/26](#))
- **Commentary: Amazon is about to eat the TV universe** ([1/10](#))

- **Development**

- **Seven Days in June:** Prime Video, drama ([2/6](#))
- **Wings of Fire:** Amazon MGM Studios, animation ([2/22](#))
  - The series was previously ordered at Netflix
- **Naked at the Window:** Amazon MGM Studios, drama ([2/23](#))

- **Jinx:** Amazon MGM Studios, crime romance ([2/27](#))
- **Murder Inc.:** Amazon MGM Studios, crime drama ([2/27](#))
- **Pearl:** Amazon MGM Studios, drama ([2/27](#))
- **The Davenport:** Prime Video, YA drama ([3/6](#))
- **Suspect:** Amazon MGM Studios, thriller ([3/7](#))
  - Based on the podcast
- **The Westies:** MGM+, period crime ([3/20](#))
- **The Prophecy:** Amazon MGM Studios, supernatural thriller ([3/26](#))
- **Hot White Heist:** Amazon MGM Studios, half-hour comedy ([3/26](#))
- **Nut Jobs:** MGM Television, drama ([3/26](#))
- **Oracle:** Amazon MGM Studios, detective drama ([3/26](#))
- **Temporal:** Amazon MGM Studios, time-travel drama ([3/26](#))
- **Daniel X:** Genesis: Amazon MGM Studios, drama ([3/26](#))
- **Words + Music:** MGM+, music docuseries ([3/26](#))
- **Breakthrough:** MGM Alternative, competition ([3/26](#))
- **Greenlights**
  - **Criminal:** Amazon MGM Studios, crime drama ([1/8](#))
  - **House of David:** Amazon MGM Studios, drama ([1/17](#))
    - Straight-to-series order and the first series from Prime Video's deal with The Wonder Project
  - **Dish It Out:** Prime Video/Freevee, cooking show ([1/17](#))
  - **The Money Game:** Prime Video, docuseries ([1/25](#))
  - **Fool Me Once:** Prime Video, psychological mystery thriller ([2/7](#))
  - **El Gato:** Prime Video, thriller ([2/26](#))
  - **Overcompensating:** Prime Video, comedy ([2/27](#))
  - **The Runarounds:** Prime Video, music drama ([2/26](#))
  - **Nine Bodies in a Mexican Morgue:** MGM+, mystery thriller ([3/6](#))
  - **Going Home with Tyler Cameron:** Prime Video, home renovation ([3/13](#))
  - **Beast Games:** Amazon MGM Studios, reality competition ([3/18](#))
  - **Unt. Bosch spinoff:** Prime Video, detective drama ([3/21](#))
  - **Earth Abides:** MGM+, sci-fi limited series ([3/26](#))

- **Pickups**
  - ***The Baxters***: Prime Video, faith-based drama ([1/25](#))
  - ***Northern Exposure***: Prime Video, dramedy ([2/5](#))
- **Dating**
  - ***Friends In Low Places***: Prime Video, docuseries, set for 3/7/24 ([2/29](#))
  - ***Boat Story***: Amazon Freevee, drama, set for 3/13/24 ([2/13](#))
  - ***Invincible S2 pt. 2***: Prime Video, animation, set for 3/14/24 ([1/24](#))
  - ***The Baxters***: Prime Video, faith-based drama, set for 3/28/24 ([2/13](#))
  - ***American Rust: Broken Justice***: Prime Video, crime drama, set for 3/28/24 ([2/15](#))
    - The series also moved from Amazon Freevee to Prime Video ([2/15](#))
  - ***Hope on the Streets***: Prime Video, docuseries, set for 3/28/24 ([2/19](#))
  - ***Beacon 23 S2***: MGM+, sci-fi thriller, set for 4/7/24 ([2/26](#))
  - ***Going Home with Tyler Cameron***: Prime Video, home renovation, set for 4/18/24 ([3/13](#))
  - ***Outer Range S2***: Prime Video, drama, set for 5/16/24 ([3/13](#))
  - ***The Boys S4***: Prime Video, superhero drama, set for 6/13/24 ([2/22](#))
- **Renewals**
  - ***Upload S4***: Prime Video, sci-fi comedy ([3/6](#))
- **Cancellations**
  - ***Upload***: Prime Video, sci-fi comedy, ending after 4 seasons ([3/6](#))

## *International*

- **General News & Strategy**
  - Prime Video shifts from original productions to licensing and trims jobs in southeast Asia ([1/13](#))
  - Amazon Prime Video realigns international focus, prioritizes European originals while scaling down Africa, Middle East operations ([1/18](#))
  - Netflix and Amazon transition to majority international content production amid declining U.S. commissioning ([1/24](#))
  - Amazon Prime Video leads in monthly paying users over Netflix in Japan, despite lower engagement levels ([2/5](#))

- Prime Video Nordics acquires nine scripted originals from Viaplay in landmark deal ([2/8](#))
- ITV secures exclusive rights to stream 25 James Bond films on ITVX and linear channels in landmark deal with Amazon MGM Studios Distribution ([2/8](#))
- Amazon MGM's Gato Grande launches English language division based on Latin American IP ([2/29](#))
- Amazon Prime's pullback in Africa seen as cautionary tale of a tech giant upending an emerging market ([3/4](#))
- Skybound Entertainment secures innovative deal with Prime Video for Scandinavian dystopian thriller series VAKA ([3/14](#))
  - Amazon has secured rights in the Nordics but Skybound is able to negotiate across different territories worldwide, while keeping options open for Prime Video to acquire VAKA in other regions
- Prime Video unveils Nordic slate ([3/14](#))
- Prime Video announces Indian slate ([3/19](#))
- Mike Hopkins states India has driven more Prime subscribers than any other country except the US ([3/19](#))
- Interview: James Farrell, VP of International Originals at Prime Video ([2/28](#))
  - Farrell noted the international success of Spanish originals, with *My Fault*, *Awareness*, and *Los Farad* being among the top three most-watched, achieving 80% of their streams outside Spain
  - The success of *Operación Triunfo* indicates Prime Video's interest in live entertainment and reality programming
- Interview: Gaurav Gandhi, VP, APAC and MENA at Prime Video and Kelly Day, VP Prime Video International ([3/21](#))
  - Prime Video is optimistic about its growth in the Asian streaming market, with a special focus on India and Japan
  - In Southeast Asia, Prime Video has shifted its strategy towards licensing content rather than focusing on original productions, due to the diverse content preferences in the region
  - Prime Video is keen on expanding its young adult programming, inspired by the success of titles like *The Summer I Turned Pretty* and *Red, White & Royal Blue*, targeting India's large young adult demographic

- **Pick-Ups**

- Film

- [UK] ***Murder in a Tea Cup***: Prime Video UK, true crime documentary ([1/8](#))
    - [UK] ***Murder at First Swipe***: Prime Video UK, true crime documentary ([1/8](#))
    - [France] ***Le Jardinier***: Prime Video France, action comedy ([1/17](#))

- TV

- [UK] ***Scissor Sisters***: Prime Video UK, true crime docuseries ([1/8](#))
    - [UK] ***Breaking Dad: The Richard Lubbock Story (working title)***: Prime Video UK, true crime docuseries ([1/8](#))
    - [UK] ***Lucie Blackman: Missing in Tokyo***: Prime Video UK, true crime docuseries ([1/8](#))
    - ***[UK] The Heiress and the Heist***: Prime Video UK, true crime docuseries ([1/8](#))
    - ***[UK] Confession of a Crime Boss***: Prime Video UK, true crime docuseries ([1/8](#))
    - [Israel] ***Shtisel S1-3***: Prime Video, drama ([1/15](#)) The series was previously available on Netflix
    - [India] ***Poacher***: Prime Video, investigative drama ([1/15](#))
    - [Spain] ***Dating in Barcelona***: Prime Video, dating show ([1/24](#))

- **Greenlights**

- TV

- [Italy] ***Costiera***: Prime Video, action-drama ([2/27](#))
    - [UK/Ireland] ***Fear***: Prime Video, psychological thriller ([3/12](#))
    - [Mexico] ***Mentiras***: Prime Video Mexico, comedy/drama ([3/11](#))
    - [UK/Ireland] ***The Murder of Sandra Rivett***: Prime Video, true crime ([3/13](#))
    - [India] ***Citadel: Honey Bunny***: Amazon MGM Studios, action drama ([3/19](#))
    - [UK] ***Picture This***: Prime Video UK, rom-com ([3/22](#))

- **Dating**

- Film

- [India] ***Ae Watan Mere Watan***: Prime Video, drama, set for 3/21/24 ([2/12](#))

- TV
  - [India] **Poacher**. Prime Video, investigative drama, set for 2/23/24 ([1/15](#))

## Specials

- Dating
  - **The Grand Tour: Sand Job**. Prime Video, reality special, set for 2/16/24 ([2/5](#))
  - **Seasoned Professional**. Prime Video, comedy special, set for 2/23/24 ([1/11](#))
  - **Hello Again**. Prime Video, comedy special, set for 3/26/24 ([2/15](#))
  - **Good Grief**. Prime Video, comedy special, set for summer of 2024 ([2/27](#))

## Podcasts

- General News & Strategy
  - **Wondery and Campside Media sign exclusive first-look deal for global limited series podcasts** ([3/7](#))
  - **Amazon secures innovative content deals with Nippon TV and BBC for global podcast and series distribution** ([3/18](#))

## Sports

- General News & Strategy
  - **Amazon invests in Diamond Sports Group, facilitating emergence from Chapter 11 bankruptcy** ([1/17](#))
    - Amazon will now become Diamond's primary partner for direct-to-consumer channels
  - **MGM Alternative secures content deal with Global Esports Federation** ([1/19](#))
  - **NBA and Amazon sign multiyear deal for livestreaming over 50 season and playoff games in Mexico on Prime Video** ([1/17](#))
  - **Amazon secures exclusive rights to an NFL playoff game for the 2024-25 season on Prime Video, following significant viewership gains for Thursday Night Football** ([2/9](#))
  - **Amazon secures exclusive rights to NFL playoff game for \$120 million, surpassing Peacock's previous deal** ([2/22](#))
  - **Prime Video acquires Swedish and Danish rights to English Premier League soccer games for the upcoming 24/25 season** ([3/27](#))
  - **Commentary: Amazon's strategic expansion into sports streaming and local advertising** ([1/2](#))
    - Amazon has significantly invested in sports, acquiring rights to *Thursday Night Football* and major tournaments in several countries, and exploring an investment in Diamond, a regional sports network subsidiary



- The decline of traditional cable and RSNs, exemplified by Diamond's bankruptcy, presents an opportunity for Amazon to capitalize on the shift towards streaming and connected TV advertising
- Amazon's ventures into sports and entertainment are seen as part of a broader strategy to leverage its ecosystem for increased merchandise sales, ad revenues, and competitive advantage in the streaming and e-commerce sectors
- *Commentary:* **The Amazon play that could change the game for streaming sports (3/23)**
  - Amazon's \$115M investment in Diamond Sports Group aims to expand its live sports content
  - The strategic move enhances Amazon Prime by adding live sports to its offerings, aiming to increase customer loyalty and justify the service's annual fee
  - Amazon views live sports as a significant opportunity to grow its digital advertising business by providing additional inventory for marketers

#### *Deals*

- **Nneka Onuorah:** first-look film and TV deal with Amazon MGM Studios ([1/9](#))
- **The Wonder Project:** Faith-based production company, development of film and TV for Amazon MGM Studios ([1/17](#))
- **Tastemade:** Digital media company, first-look to produce unscripted lifestyle content with Amazon MGM Studios ([1/17](#))
- **Maquina Vega:** Gary Alazraki's production company, exclusive overall deal with Amazon MGM Studios ([2/20](#))
- **10:40 PM Productions:** Patrick McKay and JP Payne's production company, exclusive TV overall deal with Amazon MGM Studios ([2/28](#))
- **Brian Michael Bendis:** First-look deal with Amazon MGM Studios ([2/27](#))
- **General Admission:** Ryan Gosling and Jessie Henderson's production company, 3-year first-look film deal ([3/27](#))

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

#### *Strategy*

- **Amazon Ads head discusses fandom's role in content and commerce ([1/11](#))**
- *Study:* **Most consumers won't shell out for ad-free Amazon Prime Video ([1/23](#))**
- **Amazon refutes claims of Freevee shutdown, affirms commitment to ad-supported streaming ([2/21](#))**
- *Commentary:* **Amazon's video ad push aims to turn TVs into shopping ([1/29](#))**
  - Amazon will add commercials to Prime Video, aiming to boost its \$50 billion+ advertising business by enabling viewers to shop directly from their TVs, leveraging its status as a major online retailer

## Misc. News

- Amazon MGM Studios establishes production hub at Pinewood Toronto Studios in Canada ([1/17](#))
- Telus revamps Stream+ bundle, integrates Netflix, Disney+, and Prime Video for Canadian mobile customers ([1/18](#))
- Audrey Rosenberg selected as final recipient in Black List and Amazon MGM Studios script partnership ([1/30](#))
- Latasha Gillespie, Head of DEIA at Amazon MGM Studios, talks creating systemic change ([2/2](#))
- Amazon MGM Studios and Netflix expand production footprint in Ontario ([2/9](#))
- Amazon faces lawsuit over introducing ads in Prime Video without removing ad-free option for extra fee ([2/14](#))
- Amazon Studios faces lawsuit over copyright infringement and unauthorized AI Use in *Road House* remake ([2/27](#))

## 4. Investor Relations

### Quarterly Earnings

- Company Materials
  - Q1 FY 2024 Earnings Call ([2/1](#))
  - Q1 FY 2024 Earnings Report ([2/1](#))
- News Coverage
  - Amazon increases video and music content spending to \$18.9B in 2023 ([2/2](#))
  - CFO Brian Olsavsky calls advertising on Prime Video “an important part of the total business model” ([2/1](#))
  - Amazon surpasses fourth quarter expectations with 14% revenue increase, boosted by Prime Video and advertising services ([2/1](#))

### Analyst Perspective

- **Analysis:** Amazon Prime Video's move to steamroll into ads could generate more than \$3 billion this year ([1/26](#))
  - MoffettNathanson analysts highlight Amazon's potential to disrupt the advertising market due to its vast data resources and reach. They predict Amazon will gain a significant share from cable networks and ad-supported VOD players

## 5. M&A

- None reported