

# WARNERMEDIA IS LAUNCHING A NEW STREAMING SERVICE TO CONNECT DIRECTLY WITH VIEWERS

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Credit: Getty Images

- WarnerMedia is planning to launch a DTC streaming service early next year.
- It will feature film and TV content from brands like HBO, Warner Bros., Cartoon Network, TNT, and TBS, plus many more.
- It's part of WarnerMedia's strategy to focus on creating ad-supported options that resonate with viewers and are valuable to marketers.

In the age of "peak TV," consumers have more choices than ever when it comes to what they watch. Last year alone, viewers had more than 500 original scripted shows to choose from, not to mention sports, reality TV, game shows, and news.

But choosing what to watch is only the beginning. Today, viewers want more control over how, when, and where they enjoy their favorite shows. While many media companies are struggling to meet the challenge, WarnerMedia is preparing to debut a top-tier streaming video-on-demand platform, the latest and surest sign of its aggressive

investment in the direct-to-consumer content space.

"People want access to their content on their terms," says Kevin Reilly, chief creative officer, WarnerMedia direct-to-consumer. "They are also inundated with choices and want their entertainment experience simplified."

He adds that the new DTC service will make things simpler for consumers with seamless access to WarnerMedia's award-winning, nearly hundred-year library and new originals.

## A strong lineup

Turner WarnerMedia's streaming service will launch to consumers during the first half of 2020 and is expected to instantly become a major entrant in the SVOD space with a robust library brimming with nearly 100 years of beloved programming. Not only will the DTC have an array of content that spans film and television across the company's portfolio of powerful brands that includes HBO, Warner Bros., TBS, TNT, DC Entertainment, The CW, New Line, CNN, Cartoon Network, Adult Swim, TruTV, Turner Classic Movies, Criterion Collection and more, it will also have premium new

Originals that will appeal to everyone in the home.

"Our streaming service will enable us to more dynamically window our content to find and engage new viewers," Reilly says. "We will leverage all of WarnerMedia's assets – both content and platforms – to offer the right product, on the right platform, at the right time."

### **A track record for innovation**

The platform will join a long roster of on-demand services that WarnerMedia has introduced in recent years.

In 2015, it debuted HBO Now, an on-demand service that revolutionized the way consumers interact with premium subscription TV. The success of that service has helped pave the way for other content providers looking to enter the direct-to-consumer space.

Analysts have long pointed to live sports as the Achilles' heel of on-demand services, claiming it would be impossible for fans to follow their favorite teams without a cable subscription. But in 2018, WarnerMedia dispelled that myth with the launch of Bleacher Report's premium live sports streaming service, B/R Live. Not only has B/R Live streamed thousands of live games from the NBA, NCAA, PGA, UEFA Champions League, and more, it's given fans the freedom to watch the games on nearly any device.

### **The value for marketers**

Despite the way it's often portrayed in the media, SVOD is not a zero-sum game. "Neither a single provider nor a single type of service is likely to dominate the market," Reilly says. "Consumers have an appetite to add to their SVOD choices, both paid and ad-supported."

It's why WarnerMedia is focused on creating ad-supported options that feel relevant to viewers and provide value to marketers. "One of AT&T's core goals is to create better advertising opportunities and experiences that make it matter again to people," Reilly says, in reference to WarnerMedia's parent. "When that is in the foundation of what you are building, delivering a leading experience for marketers will be critical."

Though WarnerMedia is keeping many details about its new platform under wraps for now, the company's track record with streaming services and its obvious dedication to the market makes it easy to see why marketers, analysts, and viewers have made it the most anticipated SVOD entry of 2019.

"When you combine WarnerMedia's powerful library of content, our company's ability to create next-generation, high-performing, and engaging ad experiences, and what we believe will be a leading consumer experience, our product is essentially unparalleled," Reilly says.

## **ABOUT WARNERMEDIA**

WarnerMedia is a leading media and entertainment company that creates and distributes premium and popular content from a diverse array of talented storytellers and journalists to global audiences.