



COMCAST AND WARNER BROS. DISCOVERY ANNOUNCE MULTI-YEAR DISTRIBUTION AGREEMENTS ACROSS XFINITY AND SKY UK

*Renewals Reached on WBD Linear Networks and HBO for Xfinity TV Customers
as well as Expanded Streaming Rights for Max and Discovery+ in the U.S.*

*Sky and WBD Expand Their Partnership to Increase Content Available to Sky and NOW
Customers Through a Bundle with the Max App, in Addition to Sky Cinema and the Existing Series on Sky
Atlantic That Customers Will Enjoy Through Their Term*

PHILADELPHIA and NEW YORK – (December 9, 2024) – Comcast (NASDAQ: CMCSA) and Warner Bros. Discovery Inc. (NASDAQ: WBD) today announced long-term agreements that will deliver WBD’s extensive portfolio of content to Xfinity and Sky UK and Ireland customers using Comcast’s global technology platform across linear television, apps, and streaming services.

Comcast has entered into renewal agreements that further the companies’ longstanding distribution relationship with WBD’s portfolio of linear cable networks for Xfinity TV customers, including TNT, TBS, CNN, Discovery, Food Network, HGTV, TLC, and Investigation Discovery. In addition, the agreements provide continued carriage of HBO and expand Comcast’s rights to package the ad-supported versions of Max and Discovery+ in its streaming bundles. Comcast will also continue to offer WBD content as part of its U.S. NOW TV streaming services.

“We extended our partnership with Warner Bros. Discovery to distribute its networks and expanded our ability to deliver its premium streaming content, including Max and Discovery+, in a way that provides more choice and flexibility to all of our customers as the video ecosystem continues to evolve,” said Greg Rigdon, President of Content Acquisition for Comcast. “Through these agreements, we will bring Warner Bros. Discovery’s extensive portfolio to our customers however they want to consume the content across our existing and future linear television and streaming bundles.”

“These broad and multi-year agreements underscore the value and appeal of our linear portfolio for audiences in the U.S.,” said Bruce Campbell, Chief Revenue and Strategy Officer, Warner Bros. Discovery. “Sky UK is an ideal partner for us in the UK and Ireland as we prepare for Max’s launch in early 2026. We are pleased that Xfinity and Sky UK subscribers will continue to enjoy our award-winning and popular content on our networks and across our streaming platforms.”

The companies also announced that Sky UK and Warner Bros. Discovery have broadened their collaboration to bring the very best of Warner Bros. Discovery television and movies to Sky UK and NOW customers through a new long-term partnership in the UK and Ireland. Building on the award-winning WBD content available today on Sky Cinema and the existing series on Sky Atlantic, the agreement will now include a new, non-exclusive ad-supported Max app when WBD launches the service in the UK and Ireland in early 2026.

The Max ad-supported service will be bundled for Sky UK and Ireland customers, providing highly anticipated new shows on the service and more WBD content complementing Sky’s leading position in seamless aggregation. In addition, NOW UK and Ireland Entertainment members will also receive bundled access to the ad-supported version of Max seamlessly integrated into Sky’s NOW experience alongside other top content.

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“This new partnership provides an expanded portfolio of content for our customers who enjoy Warner Bros. Discovery’s popular storytelling. Sky customers will be able to enjoy the Max app, WBD movies and the TV shows currently on Sky channels, and a seamless integration of the Max service into our NOW streaming experience,” said Dana Strong, Group CEO of Sky. “The combination of content from our partners, alongside our slate of Sky Originals, and Sky’s leading aggregation of the UK and Ireland’s best content apps gives us an unrivalled entertainment proposition and an exceptional line-up of the world’s best shows.”

“Today’s announcement is very exciting for everyone who loves award-winning scripted entertainment and movies. Our new agreement will continue Warner Bros. Discovery’s long-standing collaboration with Sky UK. Arriving in early 2026, the market-wide launch of Max in the UK & Ireland is a significant step in our global roll-out and will be the place where audiences find incredible new shows including the future Harry Potter series from HBO,” said Andrew Georgiou, President & Managing Director for WBD UK & Ireland.

Financial terms of the agreements were not disclosed.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company. From the connectivity and platforms we provide, to the content and experiences we create, our businesses reach hundreds of millions of customers, viewers, and guests worldwide. We deliver world-class broadband, wireless, and video through Xfinity, Comcast Business, and Sky; produce, distribute, and stream leading entertainment, sports, and news through brands including NBC, Telemundo, Universal, Peacock, and Sky; and bring incredible theme parks and attractions to life through Universal Destinations & Experiences. Visit www.comcastcorporation.com for more information.

About Warner Bros. Discovery

Warner Bros. Discovery is a leading global media and entertainment company that creates and distributes the world's most differentiated and complete portfolio of branded content across television, film, streaming and gaming. Available in more than 220 countries and territories and 50 languages, Warner Bros. Discovery inspires, informs and entertains audiences worldwide through its iconic brands and products including: Discovery Channel, Max, discovery+, CNN, DC, TNT Sports, Eurosport, HBO, HGTV, Food Network, OWN, Investigation Discovery, TLC, Magnolia Network, TNT, TBS, truTV, Travel Channel, MotorTrend, Animal Planet, Science Channel, Warner Bros. Motion Picture Group, Warner Bros. Television Group, Warner Bros. Pictures Animation, Warner Bros. Games, New Line Cinema, Cartoon Network, Adult Swim, Turner Classic Movies, Discovery en Español, Hogar de HGTV and others. For more information, please visit www.wbd.com.

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