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## Press release

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# ProSiebenSat.1 moves its content supply chain completely to the cloud

**Unterföhring, January 23, 2025.** The ProSiebenSat.1 Group selects Amazon Web Services (AWS) as their preferred cloud provider to accelerate their digital transformation in close collaboration with AWS. ProSiebenSat.1 Group is accelerating its digital transformation through close collaboration with Amazon Web Services (AWS) as its preferred cloud provider. The aim is to transfer the entire content supply chain from production to distribution to the AWS cloud. This accelerates both the development of new products, for example through the integration of artificial intelligence, and their launch.

**Wolfgang Neubauer, Managing Director of ProSiebenSat.1 Tech & Services GmbH:** "The collaboration with AWS clearly contributes to our entertainment strategy: We want to establish our streaming platform Joyn as the leading superstreamer in the German-speaking region. The migration of content productions and our media supply chain to the AWS cloud are decisive steps in this direction. This will allow us to better respond to the needs of our users and implement new functions much faster, for example customized recommendations based on personal viewing habits or additional FAST channels."

The transfer to the AWS cloud solution also enables ProSiebenSat.1 to react flexibly to market changes. With high user volumes, the required resources can be scaled as needed to ensure a smooth streaming experience at all times. At the same time, the cloud-based infrastructure guarantees highest system availability as well as security and compliance standards.

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