
Press Release



ProSiebenSat.1 and Telekom launch new long-term cooperation

- Long-term cooperation for the distribution of all ProSiebenSat.1 content on MagentaTV
- Closer cooperation on Joyn and Joyn PLUS+
- Extension of cooperation in the area of Addressable TV and sales

Unterföhring, February 5, 2026. Full programme with all ProSiebenSat.1 content and offerings on Magenta TV. Telekom and ProSiebenSat.1 are expanding their existing successful cooperation and further developing their partnership: In addition to the distribution of all ProSiebenSat.1 linear channels and the partnership in the area of advertising and Addressable TV, the partners have agreed on expanded cooperation on Joyn and Joyn PLUS+. The new agreement has a term of five years.

Joyn is an important part of the new contractual agreement: Telekom and ProSiebenSat.1 have agreed to work more closely together in this area. The partners already took the first step in this direction at the turn of 2025/2026. Since then, Telekom customers have been able to book the additional Joyn PLUS+ service directly through Telekom at an attractive price advantage with a 12-month subscription. The cooperation with Joyn will be further expanded during the term of the agreement. Joyn's ad-supported content has been available on MagentaTV since 2024 and can be easily found and accessed via the MagentaTV interface.

Joyn PLUS+ offers additional features such as previews before TV broadcasts, including the successful SAT.1 series "Die Landarztpraxis" (The Country Doctor's Office), the ProSieben show "Wer stiehlt mir die Show?" (Stealing the Show), the evergreen music show "The Voice of Germany," comedy gold "Frier & 50" by and starring Annette Frier, and reality hits such as "Forsthaus Rampensau Germany" and "The Power," as well as other exclusive content and all content in HD quality.

In addition, both partners are continuing their successful long-standing cooperation in the area of linear channels: This allows MagentaTV customers to watch all free and pay TV channels in SD and HD from ProSiebenSat.1 flexibly, live and on-demand, at home or on the go. Convenient features such as instant restart, pause and recording options offer viewers additional flexibility.

Nicole Agudo-Berbel, Managing Director and Chief Distribution Officer at ProSiebenSat.1: "The close cooperation between ProSiebenSat.1 and Telekom beyond the distribution of our linear channels is already a tradition. Now we are taking this partnership to the next level. As a first step, our SVOD offering Joyn PLUS+ can now be booked directly through Telekom. In addition, we are working closely together to market our content on the MagentaTV platform and are continuing to develop this cooperation over the long-term. As ProSiebenSat.1, we are thus securing maximum reach for our content – and creating innovative sales opportunities for Seven.One Media."

Arnim Butzen, Head of TV at Telekom: "At MagentaTV, we offer the best of all TV worlds. The long-term partnership with ProSiebenSat.1 is a strong signal to our customers. Together, we will continue to bring high-quality content and attractive streaming offerings even closer together in the future, making MagentaTV the central entertainment platform – simple, flexible and with maximum variety."

In parallel to their collaboration in the area of content and offerings, Telekom and ProSiebenSat.1 are also continuing their cooperation in the area of sales. This means that ProSiebenSat.1's sales house, Seven.One Media, will continue to be able to market Addressable TV within its own channel portfolio, including on MagentaTV. To this end, both partners are also working closely together on the technological side.

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