
Press release



ProSiebenSat.1 sells its creator business in North America

Unterföhring/Los Angeles, April 21, 2026. ProSiebenSat.1 Media SE is selling its North American creator business, operating under the Studio71 US brand, to Fixated LLC. With this transaction, ProSiebenSat.1 is further driving its strategic focus on the entertainment business in the DACH region. The sale covers the U.S. companies Studio71 GP, LLC and Studio71, LP including all subsidiaries (“Studio71 US”).

Studio71 US was founded in 2011 under the name Collective Digital Studio and has been part of the ProSiebenSat.1 Group since 2015. The company operates an extensive content creator network and a podcast business in North America and ranks among the top 10 U.S. podcast networks. Studio71 US supports content creators and podcasts, particularly in the areas of social media management, video content syndication, production, and content monetization. In fiscal year 2025, the company generated revenue of EUR 246 million.

Fixated LLC, a company specializing in the creator economy, is acquiring Studio71 US. Headquartered in Los Angeles, the company offers end-to-end solutions in talent management and content production, helping creators expand their reach, diversify revenue streams, and scale their businesses through brand partnerships and multi-channel strategies. The transaction is supported by Eldridge Industries, the strategic partner of Fixated LLC.

The transaction was signed on Friday, and the closing took place yesterday. The parties have agreed not to disclose the financial details of the transaction. Studio71’s operationally independent business in German-speaking countries remains part of the ProSiebenSat.1 Group and is not subject to the sale.

As a consequence of the sale of Studio71 US, ProSiebenSat.1 has updated its revenue outlook for the current financial year and therefore expects a moderate decline in Group revenues (2025: EUR 3,675 million). On an organic basis – i.e. adjusted for currency effects and portfolio changes – ProSiebenSat.1 continues to expect slight revenue growth.¹ The Company continues to expect a strong increase in EBITDA as well as a stable development of net financial debt.

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¹ Adjusted for currency effects and portfolio changes, Group revenues amounted to EUR 3,373 million in the financial year 2025.