Question for written answer E-004469/2025
to the Commission
Rule 144
Andreas Schwab (PPE)

Subject: Amazon – Warner Bros. Discovery potential deal

Warner Bros. Discovery (WBD), the media group behind major film studios, HBO Max, and several TV networks, is reportedly seeking a buyer, with Amazon[1] emerging as a strong potential acquirer. Such a move would align with Amazon's wider strategy to expand its influence across multiple digital markets, including e-commerce, advertising, cloud services, and streaming. Amazon has previously been found to abuse dominant positions in the EU, raising concerns about the impact of further consolidation on European consumers.

1. Market dominance in entertainment and streaming: would the Commission agree that by acquiring WBD, Amazon could significantly strengthen its position in the entertainment and streaming sectors, reinforcing its dominance in online marketplaces and potentially leading to higher prices and reduced consumer choice?

2. Conflicts of interest in advertising: as Amazon both sells online advertising services and promotes its own content ('Prime'), could gaining control of WBD's advertising inventory further exacerbate existing conflicts of interest in the digital advertising market?

3. Data concentration and algorithmic control: could Amazon's access to WBD's viewer data grant its opaque algorithms even greater insight into Europeans' viewing habits, thereby expanding Amazon's ability to influence consumer behaviour, and, therefore, does the Commission share concerns about this potential increased concentration of data and power?

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[1] https://www.bloomberg.com/news/articles/2025-10-22/warner-bros-to-begin-sharing-financial-data-with-bidders