

(English version)

**Priority question for written answer P-000514/26
to the Commission
Andreas Schwab (PPE)
(9 February 2026)**

Subject: Concerns regarding market dominance and competition in the European streaming sector

While the Commission cannot prejudge any future merger decision, a publicly reported acquisition by Netflix of Warner Bros' studios, intellectual property library and HBO Max could raise serious competition concerns. Netflix is already one of the fastest-growing providers in the subscription video-on-demand (SVOD) market. Further consolidation may reduce consumer choice, weaken incentives to sustain quality and innovation, increase subscription prices, and expand the scale and scope of user data collection.

Moreover, the aggregation of catalogue libraries and editorial assets could have significant consequences for European cultural diversity and for national and independent production ecosystems. These issues are relevant to competition policy, consumer welfare, and the long-term sustainability of Europe's audiovisual sector. They also merit careful scrutiny under EU merger control rules.

1. Is the Commission also concerned about market dominance and ongoing consolidation trends in the SVOD sector?
2. Will the Commission assess the competitive impact of a potential Netflix-Warner Bros transaction beyond its price effects, including the implications thereof for data collection, catalogue aggregation, and Europe's cultural diversity and production ecosystems?
3. Is the Commission monitoring information exchanges between Netflix and Warner Bros during the due diligence procedure, and has it verified that effective safeguards are in place to prevent the disclosure of competitively sensitive information?

Submitted: 9.2.2026

**Answer given by Executive Vice-President Ribera on behalf of the European Commission
(4 March 2026)**

The Commission closely follow developments in the audiovisual industry, including in subscription video-on-demand services ⁽¹⁾.

From the perspective of competition policy specifically, the Commission may intervene where undertakings abuse their dominant position within the internal market (Article 102 Treaty on the Functioning of the European Union (TFEU)), as well as where concentrations would significantly impede effective competition.

In the context of the merger control review of the potential Netflix/Warner Bros deal, the Commission will investigate the potential harmful impact on effective competition resulting from the concentration, such as risks of higher prices but also a wide range of non-price effects, such as lower quality of service, content foreclosure, reduced innovation and decreased diversity in content production.

The views of various market participants that may be affected by the concentration (such as competitors, content suppliers and cinemas) will be thoroughly considered in order to determine whether the deal would raise competition concerns.

Undertakings are responsible for assessing the compatibility of their practices with the EU competition rules, including information exchanges during the due diligence procedure of a potential acquisition.

Potential anticompetitive exchanges of sensitive information between may be the subject of a separate investigation and eventual penalties under Article 101 TFEU and/or to the prohibition of gun-jumping under the merger control rules.

⁽¹⁾ See for example: European Media Industry Outlook, SWD(2025)261, 5.9.2025.