
Press release



ProSiebenSat.1 consistently aligns organization with digital transformation

Unterföhring, May 7, 2025. ProSiebenSat.1 is taking the next step in its digital transformation: After the Group recently achieved important strategic progress despite a challenging economic environment and is now focusing even more strongly on the Entertainment business, it is now moving forward with the further development of its organization. The aim is to streamline the process structure and increase cost efficiency.

Against this backdrop, a reduction of approximately 430 full-time positions is also necessary. The job cuts will be carried out in a socially responsible manner through a voluntary redundancy program. The company has agreed on this in talks with employee representatives. In the second quarter of 2025, a provision for restructuring in the mid to high double-digit million euro range will be recognized in connection with this. The restructuring expenses will have no impact on the adjusted EBITDA and adjusted net income, but will result in a one-time charge to net income and free cash flow.

The impact of the reduced material and personnel expenses will be particularly visible in the second half of 2025 and is expected to amount to a mid double-digit million euro amount for the full year. ProSiebenSat.1 has already taken this into account in its financial outlook for the full year 2025. The full-year effect will be realized in 2026 and amount to a high double-digit million euro amount.

Bert Habets, Group CEO of ProSiebenSat.1 Media SE: “We have a clear strategy and are implementing it consistently. At the same time, the economic environment remains very challenging for us. This makes it all the more important that we continually strengthen our competitiveness and improve our cost structure. Against this backdrop, the announced job cuts are a difficult but necessary decision. In order to adapt to the profound structural change in the media industry and return to sustainable growth, we must become even faster, more efficient, and more digital. With our new structure and the planned measures, we are setting the course for this.”

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