



## PRESS RELEASE

### **New All-Time Record for Joyn! The ProSiebenSat.1 Superstreamer Surpasses the 11-Million Mark for the First Time**

**Munich, November 8, 2025.** All-time record. The ProSiebenSat.1 streaming platform Joyn celebrates the strongest month in its history in October 2025. For the first time, the number of users exceeds the 11-million mark. A total of 11.4 million people used Joyn in October (net reach, 3+ age group). Compared to October 2024, the superstreamer grew by an impressive 65%. Joyn's previous strongest month was June 2025, with 10.4 million users.

**Henrik Pabst, Chief Content Officer responsible for all content at ProSiebenSat.1 Group:** "Eleven million users is a milestone for Joyn. Our growth is built on multiple pillars: the use of our linear channels SAT.1 and ProSieben is increasing on Joyn. Our major program brands, such as 'The Voice of Germany' and 'Promi Big Brother', are growing on Joyn. And new Joyn programs like 'The Power' are attracting new viewers to Joyn. In short: with our broad range of premium content across all genres and target groups, we are gaining more and more users for Joyn."

Joyn's strong growth is also reflected in watchtime: the superstreamer breaks its own records both live and on-demand, achieving a solid increase of 25% (compared to the same month last year). The main drivers are the excellent on-demand performance of SAT.1 hits "Promi Big Brother" and "The Voice of Germany", as well as the Joyn reality show "The Power", but also the significantly increased live usage of the ProSiebenSat.1 channels SAT.1, ProSieben, and SAT.1 Gold.

Basis: Market Standard Video

Source: AGF in cooperation with GfK | AGF SCOPE | Seven.One Entertainment Group | Media Insights & Analytics; Created: 08.11.2025; Joyn: internal Data. (06.11.2025);

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