

The fight to acquire one of Hollywood's largest studios, Warner Bros. Discovery, has drawn global attention. Last week, Netflix made a \$72 billion offer to purchase the company's studio and streaming assets. A day later, Paramount Skydance countered with a hostile takeover bid worth \$108 billion, intensifying the competition. Paramount's proposal covers all of the company's assets, while Netflix is focused only on the studio and streaming division.

This situation has evolved into not just a business rivalry but also a political game. President Donald Trump announced that he intends to participate in regulatory decisions regarding the deal. Normally, the White House keeps its distance from such mergers, but Trump's involvement highlights the political dimension of the transaction. Moreover, Paramount's bid includes financial backing from Trump's son-in-law Jared Kushner. His Affinity Partners fund, together with sovereign wealth funds from Saudi Arabia and Qatar, is helping finance the deal.

Paramount's offer is supported by major financial institutions such as Bank of America, Citigroup, and Apollo Global Management. Netflix relies on its global market strength, but its bid excludes cable assets, giving Paramount an advantage. Meanwhile, the U.S. Department of Justice will investigate whether the merger violates competition rules. Regulatory hurdles and political involvement are set to be decisive factors in shaping the deal's outcome.

The battle over Warner Bros. Discovery has become not only a corporate showdown but also a political and economic blockbuster. The billion-dollar bids from Netflix and Paramount have captured Trump's attention, and this deal could determine the future not only of Hollywood but of the global media market.