

The WBD Bidding War Is Set to 'Shift the Balance of Power' in Hollywood

The Warner Bros. Discovery M&A saga is finally reaching a climax.

In October, after Paramount made multiple unsuccessful bids for the company, WBD announced it was essentially hanging a "for-sale" sign on its assets, welcoming potential suitors for all or part of the business. Now, on Thursday, preliminary bids are due for WBD, with companies submitting their first-round, non-binding offers.

And to complicate things further, WBD is entertaining these offers while continuing to move forward with its planned company split, which is expected for mid-2026 and would separate its streaming and studios from its cable division.

"Warner Bros.

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