

Media information

09 October 2024

## Yet more in-car entertainment for current BMW and MINI models: Paramount+ further enriches the digital customer experience.

+++ New partnership between BMW Group and Paramount+ +++  
Introduction of the subscription streaming service offers a wide selection of blockbusters, new originals and hit shows for in-car enjoyment +++

**Munich.** The BMW Group is bringing the popular streaming service **Paramount+** to its cars, allowing subscribers to access a wide choice of blockbusters, new originals and hit shows such as Star Trek Discovery. Paramount+ subscribers who own current vehicles with BMW or MINI Operating System 9 are able to stream Paramount+ content offerings on the control display whenever the vehicle is stationary\*. This means they are able to pass the time during charging stops or breaks on longer journeys with premium in-car entertainment. The content automatically switches off again for safety reasons when the journey resumes. Paramount+ is now available in conjunction with BMW Digital Premium or the MINI Connected Package and launches in Austria, France, Germany, Italy, UK, USA, and Switzerland.

Paramount+ has a broad and popular entertainment collection ranging from high-stakes dramas such as Tulsa King to next-gen franchises that build on fan favourites like Knuckles, Star Trek series like Star Trek: Strange New Worlds and Tales of the Teenage Mutant Ninja Turtles. The streaming service is also home to an extensive library, as well as live sports and breaking news.

Subscribers can access Paramount+ content offerings via the Video App (DTS AutoStage Video Service Powered by TiVo™) in the latest infotainment systems of BMW and MINI. The Video App brings together a wealth of video content from a wide range of providers, including news and live or on-demand shows. A number of streaming services are available internationally, including Paramount+, Pluto TV, Bloomberg, TED, Yahoo! and Chili. These are accompanied by market-specific streaming services.

\* Paramount+ subscription is not included in BMW Digital Premium / MINI Connected Package.

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E-mail: [Almut.Stollberg@bmw.com](mailto:Almut.Stollberg@bmw.com)Internet: [www.press.bmwgroup.com/global](http://www.press.bmwgroup.com/global)E-mail: [presse@bmw.de](mailto:presse@bmw.de)**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

[www.bmwgroup.com](http://www.bmwgroup.com)

LinkedIn: <http://www.linkedin.com/company/bmw-group/>YouTube: <https://www.youtube.com/bmwgroup>Instagram: <https://www.instagram.com/bmwgroup>Facebook: <https://www.facebook.com/bmwgroup>X: <https://www.x.com/bmwgroup>**About Paramount+**

Paramount+ is a global digital subscription video streaming service from Paramount that features a mountain of premium entertainment for audiences of all ages. Internationally, the streaming service features an expansive library of original series, hit shows and popular movies across every genre from world-renowned brands and production studios, including SHOWTIME®, BET, CBS, Comedy Central,

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MTV, Nickelodeon, Paramount Pictures and the Smithsonian Channel™, in addition to a robust offering of premier local content. The service is currently live in the U.S., the U.K., Canada, Latin America, the Caribbean, Australia, Italy, France, and Japan. For more information about Paramount+, please visit [www.paramountplus.com](http://www.paramountplus.com)

**About Pluto TV**

Pluto TV, a Paramount Company, is the leading free streaming television service delivering hundreds of live linear channels and thousands of titles on-demand to a global audience. The Emmy® award-winning service curates a diverse lineup of channels, in partnership with over 400 international media companies, offering a wide array of genres, languages and categories featuring movies, television series, sports, news, lifestyle, kids and much more. Pluto TV can be easily accessed and streamed across mobile, web and connected TV devices. Headquartered in Los Angeles, Pluto TV's growing international footprint extends across four continents and over 35 markets.