**WBD Costs Dropped $500M With Content Licensing**

Gunnar Wiedenfels, chief financial officer at Warner Bros. Discovery, reported that content licensing and other new policies helped save $500 million in operating losses at the company's direct-to-consumer unit last year. WBD plans to use "all cash registers available to us," Wiedenfels added.

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[*https://www.mediaplaynews.com/wbd-cfo-expanded-content-distribution-channels-reduced-2022-streaming-losses-by-500-million/*](https://www.mediaplaynews.com/wbd-cfo-expanded-content-distribution-channels-reduced-2022-streaming-losses-by-500-million/)