

Euroconsumers puts Disney+ on notice over downgraded Premium plan

Brussels, 16 October 2026 – Euroconsumers and its national member organisations *Altroconsumo (Italy), Testachats/Testaankoop (Belgium) and DECO PROteste (Portugal)* sent Disney a formal notice of default and cease and desist demand on Tuesday 6 October over the downgrade of Disney+ Premium. They are demanding automatic price cuts and compensation for affected subscribers.

Paying Premium prices for a lesser service

Following patent injunctions obtained by InterDigital and applicable in eleven European countries, Disney removed Dolby Vision and temporarily withdrew 4K UHD and HDR from Disney+ in the affected markets, including Belgium, Italy and Portugal. Subscribers on affected devices were generally limited to Full HD playback. In early August, Disney began restoring 4K on some devices, but the restoration is only partial and HDR has not returned.

Throughout this period, Disney kept charging the full Premium price, in Italy €15.99 a month, and kept promoting the plan as offering “4K UHD & HDR”. Disney has told affected subscribers they can ask for a partial refund or cancel within 30 days. Euroconsumers argues that making consumers chase their money is not good enough.

What the law says

Euroconsumers argues that Disney’s conduct breaches EU consumer law on several grounds:

- Under the Digital Content Directive, a patent dispute does not release a company from its duty to deliver the service it sold. Consumers are entitled to a proportionate price reduction, and Disney had to give clear notice of a significant change to the service, together with the right to cancel free of charge.
- Under the Unfair Commercial Practices Directive, continuing to advertise “4K UHD & HDR” while those features were missing, and failing to inform subscribers prominently, may be misleading.
- Handing out partial refunds only on request, without objective criteria, is itself an unfair practice.

“Patent disputes cannot come at the expense of consumers’ rights. When a company charges a premium price for a service it can no longer fully deliver, it must take responsibility. Under EU consumer law, subscribers are entitled to appropriate remedies, not merely refunds they have to chase. We expect Disney+ to ensure fair, transparent and automatic compensation for all affected consumers,” said Marco Scialdone, Head of Litigation and Academic Outreach at Euroconsumers.

14 days to act

Euroconsumers is giving Disney 14 calendar days from receipt of the letter to:

- Set up an automated, transparent mechanism to reduce the monthly fee for all affected current and new Premium subscribers in Italy, Belgium and Portugal.
- Automatically credit back at least €5 per month per subscriber for the entire period the features were missing.
- Tell all affected consumers clearly what happened, who was affected, for how long, and what remedies they can claim.

If Disney does not comply, the organisations will file complaints with the EU’s Consumer Protection Cooperation (CPC) Network and the competent national authorities. They will ask for fines of up to 4% of Disney’s annual turnover in the countries concerned.

Media Contact

Romane Armangau

Email: romane.armangau@euroconsumers.org

Phone: (+33) 6 58 85 52 93

Address: Rue de Hollande 13, 1060 Saint-Gilles, Belgium

About Euroconsumers

Gathering six national consumer organisations and giving voice to a total of more than 7 million people in Italy, Belgium, Spain, Portugal, Poland and Brazil, Euroconsumers is the world’s leading consumer group in innovative information, personalised services and the defence of consumer rights.