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What's happening in European Commercial and VOD Broadcasting 29 November – 3 December 2021

Policy & business developments go hand in hand. This quick snapshot is designed to help EU media stakeholders to keep up with the innovative world of commercial broadcasting.

- ITV launch star-studded Christmas Ad with Britain Get Talking message
- MFE MediaForEurope: Mediaset paves the way to international development
- ViacomCBS and NENT Group partner for Pluto TV's launch in the Nordics
- Forgery, scandal and fake news
- Sky's Game Zero achieves net zero status
- Launch of MYTF1 MAX
- Disney+ expanding access to EMEA hospitals and places of care in celebration of Disney+
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ITV launch star-studded Christmas Ad with Britain Get Talking message

ITV and STV's groundbreaking mental health initiative, Britain Get Talking, returns to our screens with a festive, star-studded Christmas advert reminding us of the importance of listening to loved ones this Christmas. Following a challenging year as the Coronavirus crisis continues, the broadcaster has once again partnered with YoungMinds, Mind and SAMH in this next iteration of Britain Get Talking.



MFE - MediaForEurope: Mediaset paves the way to international development

Mediaset's board approved the company's change of name to MFE-MEDIAFOREUROPE NV along with the introduction of a dual-class share structure and authorisation for the issue of new shares. For Italian multimedia company it is a step towards creating a new pan-European media group. Pier Silvio Berlusconi, chief executive of MFE-MEDIAFOREUROPE N.V., welcomed the decision stating: "We are extremely satisfied with these two important steps: the creation of MFE-MEDIAFOREUROPE N.V. in the Netherlands and the introduction of a two-tier shareholder structure. These measures and our excellent busines results give us the possibility of looking to the future also with a view to international development."



ViacomCBS and NENT Group partner for Pluto TV's launch in the Nordics

ViacomCBS Networks International and Nordic Entertainment Group (NENT Group) announced a ground-breaking partnership for a new Pluto TV service across Sweden, Denmark and Norway in 2022. The service combines ViacomCBS' world-leading free adsupported streaming TV (FAST) service with the biggest pan-Nordic AVOD platform Viafree. NENT Group will serve as the platform's leading advertising sales partner.



Forgery, scandal and fake news

On 30 November, the new drama series Faking Hitler, produced by Fremantle-owned UFA Fiction under the umbrella of the Bertelsmann Content Alliance was available exclusively on RTL+, RTL Deutschland's streaming service. The series is a fictionalisation of the events surrounding the Stern publication of the alleged diaries from Hitler in 1983, while it provides a profound look at sensationalism, fake news and how easily people can be seduced.



Sky's Game Zero achieves net zero status

Sky has published a case study revealing that Game Zero, the Premier League match held between Tottenham Hotspur and Chelsea in September, achieved net zero carbon emissions. Working in partnership with Spurs and alongside independent carbon specialists RSK and Natural Capital Partners, Sky set the target of hosting the world's first net zero carbon football game at an elite level, whilst also aiming to inspire millions of fans watching on simple ways, they can reduce their own carbon footprint.



Launch of MYTF1 MAX

The TF1 Group launches MYTF1 MAX, the first extended replay offer without advertising breaks available on computers, mobile phones, tablets and TVs via the cast function. With MYTF1 MAX viewers have access to direct channels, to thousands of hours of replay programs in superior quality (HD) and without advertising interruption for a better viewing comfort including on TV thanks to the cast functionality.



<u>Disney+ expanding access to EMEA hospitals and places of care in celebration of Disney+</u> Dav

In celebration of Disney+ Day on 12 November, Disney has announced they will build on its commitment to children's hospitals and places of care by expanding access to the Disney+ platform to help ease the fear and anxiety of a hospital visit into over 30 countries worldwide from the beginning of 2022, with over half of those markets anticipated to be in EMEA.



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About the Association of Commercial Television and Video on Demand Services in Europe The Association of Commercial Television and Video on Demand Services in Europe represents the interests of leading commercial broadcasters across Europe and beyond. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that the healthy and sustainable commercial broadcasting sector has an important role to play in the European economy, society and culture. Our role is to protect and to promote the interests of the European private broadcasters. We engage with the EU institutions to achieve a balanced and appropriate regulatory framework which will encourage further investment and growth in our sector. This will allow the commercial audiovisual industry to continue to do what we do best – getting great content to viewers.