

## What's happening in European Commercial and VOD Broadcasting 31 January – 4 February 2022

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.

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### [ACT Initial feedback on the proposal for a regulation on the transparency and targeting of political advertising](#)

This paper aims to provide initial feedback on the European Commission (EC)'s proposal for a regulation on the transparency and targeting of political advertising consultation and outlines the Association of Commercial Television and Video on Demand Services in Europe's views on political advertising.



### [HISTORY Play launches in Hungary](#)

A+E Networks EMEA has launched the HISTORY Play streaming service in Hungary. The SVOD brand, which will be available through RTL Most+, will offer exclusive documentaries and premium factual entertainment. The launch of HISTORY Play in Hungary marks the premiere of the brand in the Central and Eastern European region.



### [Ford and Discovery deepen partnership with launch of new content analysing brain power in Motorsport](#)

The innovations powering a new age of motorsport will be explored with the launch of new and exclusive documentary content produced as part of a renewed partnership between

Ford and Eurosport, Discovery's leading multi-sport brand. Short and long-form content titled 'Racing Minds', developed by Eurosport with innovation studio Unit 9 and WPP media agency Mindshare, showcases the ground-breaking technology encased within Ford's new EEG helmet. The technology delves deep into the nexus of mental racing performance behind the wheel by delivering never-before-seen insights into how the brain reacts to intense pressure and ever-changing scenarios during races.



#### [ITV to show inaugural Arnold Clark Cup featuring England Women](#)

ITV will show full live coverage of new international women's football tournament, the Arnold Clark Cup, featuring England Women, next month. The round robin competition will also include Germany, Spain and Canada, taking place at stadiums across England, which hosts the event.



#### [Iris and Canale 20 at top of Italy's thematic networks](#)

Since the beginning of the season, Iris and Canale 20 have been at the top of the ratings of the Italian thematic networks in prime time. Iris dominates the ranking, followed in second place by Channel 20. Moreover, Mediaset's thematic channels occupy 5 of the top 10 places in the rankings. Marco Costa, Director of Thematic Networks, stated: "It is the result of a good teamwork that includes various Mediaset's divisions in addition to the channels' own editorial staff".



#### ['Wozniacki & Lee' is next Viaplay Original](#)

The reportage-driven portrait 'Wozniacki & Lee' will premiere on Viaplay on 21 March as the fast-growing streaming company's latest Viaplay Original. Filmed over a 10-month period, the English-language show follows retired former world number one tennis player Caroline Wozniacki and her husband, two-time NBA All-Star David Lee, as they enter parenthood while reflecting on their elite-level sports careers.



#### [Time for the final four](#)

Football returns to RTL Belgium and Club RTL, with the semi-finals of the Belgian Cup to be broadcast in February and March. RTL Belgium is a proud broadcaster of football, having broadcasted the Uefa Champions League for more than 20 years. The 21/22 season is available on the TV channels RTL-TVI or Club RTL and its digital media and RTL Sport additionally showed the final stage of the Nations League tournament in 2021.



**Comcast and ViacomCBS announce full regulatory approval for SkyShowtime**

Comcast Corporation and ViacomCBS announced that SkyShowtime, their new streaming joint venture, has received full regulatory approval and plans to launch in more than 20 European markets encompassing 90 million homes starting later this year.



**Real Lava wins two awards at the Sundance Film Festival with "The Territory"**

Launched in December 2021 by Newen Studios and the Danish producer Sigrød Dyekjaer, Real Lava already meets great success with its first production "The Territory". The first documentary film of the recently created production house receives 2 awards for "The Territory" at the Sundance Film Festival: World Cinema Documentary Audience Award & Special Jury Award for Documentary Craft.

## **VIACOMCBS**

**ViacomCBS organises an online event on 'Reflecting Me: how can the AV sector support the EU's diversity and inclusion agenda?'**

On 10 February 2022, ViacomCBS organises an online event on 'Reflecting Me: how can the AV sector support the EU's diversity and inclusion agenda?'. The event will discuss on the power of authentic representation in TV and film and how it can help drive the EU's wider diversity and inclusion goals. [Link to register](#).



## **TELEVISION**

**'An Cailín Ciúin' to open Virgin Media Dublin International Film Festival 2022**

Virgin Media Dublin International Film Festival Director Gráinne Humphreys revealed an historic first for the festival with Irish language feature film 'An Cailín Ciúin' to open the 20th anniversary edition of the Festival. The complex and delicate coming-of-age drama explores questions of family, neglect and loss through the eyes of its young protagonist.

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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.