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# What's happening in European Commercial and VOD Broadcasting 21-25 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.

- DARK premieres the science fiction miniseries 'Five days to midnight'
- ITV creates opportunities for up and coming filmmakers to get their first credit on ITV as part of the "Fresh Cuts" strand for Black History Month
- Mediaset España approved a successful 2021 annual report
- <u>Viaplay becomes exclusive home of new DreamWorks Animation TV series in seven</u> countries
- Paramount+ expands to France as part of Paramount and Canal+ Group Strategic
  Partnership
- Taking mobile TV journalism to a new level
- Official trailer for 'Winning Time: The Rise Of The Lakers Dynasty' coming to Sky Atlantic
  NOW

# AMC NETWORKS

# DARK premieres the science fiction miniseries 'Five days to midnight'

On 28 February, DARK, AMC Networks International horror channel, premieres 'Five days to midnight' with a double episode, a thriller with elements of science fiction. Composed of five episodes and produced by Michael W. Watkins ('The Blacklist' and 'Prison Break'), the miniseries has as its starting point a mysterious and shocking information that a physics teacher receives.



ITV creates opportunities for up and coming filmmakers to get their first credit on ITV as part of the "Fresh Cuts" strand for Black History Month

ITV has today launched a call out for up and coming Black filmmakers, offering them the opportunity to helm one of five new films that the network will commission for Black History Month 2022. ITV are keen to create opportunities for Black talent who are ready to produce and direct their first film and have not been previously commissioned by ITV.



#### Mediaset España approved a successful 2021 annual report

On 23 February 2022 Mediaset España Board of Directors approved the Annual report for 2021, which shows extraordinary results in the particular context of the second year pandemic. In 2021 the Group's total net revenues increased by 4.7% compared to 2020 and TV audiences reached a 28.2% audience share - a 30.6% commercial target - both in



total individuals' total day. Moreover, Mediaset España online services registered a monthly average of 19.4 million unique users, 514 million videos streamed and 1,646 million minutes (+64.4% vs 2020).

Paolo Vasile, confirmed CEO, stated: "This is an incredible result: the crisis of this pandemic has plagued our lives and our activity and has forced us to adapt and commit ourselves conscientiously to overcome its difficulties. Thanks to the professionalism and effort of the entire Mediaset España family, always up to the task even in the most adverse conditions, we have not only managed to maintain the 2020 result but have also improved it".



# **NBCUniversal**

# Viaplay becomes exclusive home of new DreamWorks Animation TV series in seven countries

Viaplay and NBCUniversal Global Distribution have finalised a multi-year content partnership that makes Viaplay the exclusive streaming home of DreamWorks Animation series in all five Nordic countries (Sweden, Denmark, Norway, Finland, Iceland), the Netherlands and Poland. Starting in spring 2022, Viaplay will offer younger viewers new NBCU kid-friendly programming, including over 400 episodes of DreamWorks TV shows and highly anticipated new series based on DreamWorks Animation's most famous franchises.





### Paramount+ expands to France as part of Paramount and Canal+ Group Strategic **Partnership**

Paramount, former ViacomCBS, and CANAL+ Group, announced a long-term strategic partnership that will bring CANAL+ subscribers world-renowned Paramount content. The strategic partnership includes the distribution of Paramount+ as the service expands to France this year. Upon launch, Paramount+ will be available to all CANAL+ Ciné Séries French subscribers.







### Taking mobile TV journalism to a new level

RTL Deutschland and Deutsche Telekom plan to bring mobile TV journalism to a new technological level by testing a 5G solution for high-quality live video broadcasting via smartphone. The testing is based on technology network slicing, which allows high-quality live videos from smartphones to be broadcast via a 5G connection. Transmitting video signals over a high-performance mobile network increases the efficiency of production. The 5G solution will allow journalists to broadcast directly from any event or location.



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# Official trailer for 'Winning Time: The Rise Of The Lakers Dynasty' coming to Sky Atlantic & NOW

Sky has released the official trailer for 'Winning Time: The Rise Of The Lakers Dynasty'. The ten-episode series debuts on Sky Atlantic and streaming service NOW this Spring. 'Winning Time: The Rise Of The Lakers Dynasty' is a fast-break series about the professional and personal lives of the 1980s Los Angeles Lakers, one of sports' most revered and dominant dynasties — a team that defined an era, both on and off the court.

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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.