

## What's happening in European Commercial and VOD Broadcasting 2-6 May 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.

- [Media Freedom Day & Media Freedom Act: What freedom looks like to Europe's media](#)
- [Giro d'Italia sparks celebration of cycling as Gradn Tour Season start on Warner Bros. Discovery's platforms](#)
- [Dystopian drama 'The Fortress' is Viaplay's next Norwegian Original](#)
- [Paramount+ reveals UK launch date, pricing, distribution partners & more](#)
- [Q1/2022: RTL Group reports strong revenue growth across TV advertising, content and streaming](#)
- [TF1 Group acquires from UEFA the rights to France matches in the upcoming Nations League and Euro 24](#)
- [The Sky Zero Footprint Fund returns for its second year – a £2m initiative challenging brands to make sustainable attainable](#)
- [Filming of the series "Time of Death" has started](#)



### [Media Freedom Day & Media Freedom Act: What freedom looks like to Europe's media](#)

On 3 May 2022, broadcasters and streaming services around Europe celebrated Media Freedom Day. As the European Commission drafts the European Media Freedom Act (EMFA), ACT, ABBRO, ACCeS, AKTV, ARCA, CONECTA, CRTV, UTECA and VÖP recall common principles to safeguard media pluralism, independence and sustainability.



## WARNER BROS. DISCOVERY

### [Giro d'Italia sparks celebration of cycling as Gradn Tour Season start on Warner Bros. Discovery's platforms](#)

The 105th edition of the year's first Grand Tour begins with a historic stage from the streets of Budapest with every minute of coverage produced from all 21 stages available to stream live and uninterrupted on discovery+\* and GCN+. Each race, including 110 live broadcast hours, will also be covered for television viewers in 50 markets across Europe on Eurosport which, in 2022, will be celebrating its 25th year of live Giro d'Italia coverage.



### [Dystopian drama 'The Fortress' is Viaplay's next Norwegian Original](#)

The latest Viaplay Original from Norway is 'The Fortress', an ambitious dystopian drama that depicts the fateful consequences of Norway's decision to isolate itself and its citizens from the rest of the world. Tobias Santelmann ('Exit'; 'Kon-Tiki'), Selome Emnetu ('Luka and the Magical Theater') and UK star Russell Tovey ('The Picture of Dorian Gray'; 'Quantico') lead a talented Nordic and international cast in the eight-part show, which will premiere on Viaplay in 2023.



### [Paramount+ reveals UK launch date, pricing, distribution partners & more](#)

Paramount+, the global streaming service from Paramount Global, will launch in the UK and Ireland on 22 June 2022. The company reported its first quarter earnings on 3 May, during which Paramount's President & CEO, Bob Bakish, outlined global expansion plans for the streaming service. The ongoing momentum of Paramount+ will also see the service launch in South Korea in June, with further launches planned in Italy, Germany, France, Switzerland and Austria in the second half of the year.



### [Q1/2022: RTL Group reports strong revenue growth across TV advertising, content and streaming](#)

RTL Group published the quarterly statement for the first three months of 2022. Thomas Rabe, Chief Executive Officer of RTL Group, said: "RTL Group started dynamically into the new year despite the uncertainties resulting from the war in Ukraine. In the first quarter of 2022, revenue grew by 11.3 per cent, thanks to growth across TV advertising, content and streaming, partly driven by scope effects (...)"



### [The Sky Zero Footprint Fund returns for its second year – a £2m initiative challenging brands to make sustainable attainable](#)

The Sky Zero Footprint Fund returns for the second year running – a £2 million initiative created to help brands accelerate their sustainable initiatives and inspire behavioural change using the power and reach of TV advertising. The campaign champions the adoption of tangible steps towards a sustainable future and is an extension of the media owner's Sky Zero pledge to go net zero carbon by 2030 to fight climate change.



**TF1 Group acquires from UEFA the rights to France matches in the upcoming Nations League and Euro 24**

TF1 Group announced the renewal of its partnership with the French national football team culminating in the 2022 World Cup in Qatar, along with the acquisition of the stand-out free-to-air matches in UEFA’s Euro 2024 tournament, of which TF1 will be the official free-to-air broadcaster.



**UNITED**  
M E D I A

**Filming of the series “Time of Death” has started**

The first shots of the series “Time of Death”, which is based on the novel of the same name by Dobrica Cosic, have been filmed on May 5th near Jagodina. The series, produced by United Media, will have 30 episodes. As in the case of previous works “Roots” and “Time of Evil”, the executive production is signed by Goran Susljik’s production company “Eye to Eye”.

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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.