

What's happening in European Commercial and VOD Broadcasting 9-13 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.

- [Canal+ becomes official partner of 'La Fête du Cinéma'](#)
- [ITV marks mental health awareness week](#)
- [MFE's sustainability commitments](#)
- [Viaplay adds 'R.S.V.P.' to Swedish original film slate](#)
- [Sky Sports wins BAFTA Television Award for Abu Dhabi Grand Prix](#)
- [Three TF1 production films at the top of the French box office](#)
- [BT Group and Warner Bros. Discovery agree premium sports joint venture for the UK and Ireland](#)



[Canal+ becomes official partner of 'La Fête du Cinéma'](#)

Canal+ is the official partner of 'La Fête du Cinéma', organised throughout France (6,000 screens, 2,000 cinemas), and which offers everyone the opportunity to celebrate cinema. The event will take place from 3 to 6 July 2022.



[ITV marks mental health awareness week](#)

ITV is curating a range of programming across Good Morning Britain, Lorraine, This Morning, Loose Women and Regional News to mark Mental Health Awareness Week 2022 as part of its ongoing commitment to promoting mental wellbeing and shining a light on mental health.



[MFE's sustainability commitments](#)

MFE, Mediaset's parent company, published its Annual & Sustainability Report. The report details the Group's sustainability performance in 2021, alongside its strategy, values and social initiatives for the community and the environment



Viaplay adds 'R.S.V.P.' to Swedish original film slate

The Swedish romantic comedy 'R.S.V.P.' will be the next original film in Viaplay's ongoing investment in feature-length Nordic storytelling. Set to premiere in the fourth quarter of 2022, 'R.S.V.P.' brings together some of Sweden's hottest talents in front of and behind the camera, with the lead role played by Lisa Carlehed, recently nominated for Best Actress at Sweden's 2022 Guldbagge Awards for 'The Emigrants'.



Sky Sports wins BAFTA Television Award for Abu Dhabi Grand Prix

Sky Sports celebrated a BAFTA win for its Formula One coverage of the Abu Dhabi Grand Prix at the 2022 British Academy Television Awards. Sky partnered with Formula 1 and Channel 4 to make Sky Sports' live coverage of the Abu Dhabi Grand Prix available to the nation, ensuring millions of Formula 1 fans in the UK were able to watch the eventful and historic race.



Three TF1 production films at the top of the French box office

The three biggest hits at the French box office since the start of the year were co-produced with TF1 Films Production, a subsidiary of the TF1 group. The Group is pleased with the theatrical success of the films recently co-produced by TF1 Films Production, which have occupied the top three places at the French box office since the start of the year.



**WARNER BROS.
DISCOVERY**

BT Group and Warner Bros. Discovery agree premium sports joint venture for the UK and Ireland

BT Group plc has agreed a set of definitive agreements with Warner Bros. Discovery, Inc. to form a 50:50 joint venture company to create a new premium sport offering for the UK & Ireland (the "JV"), and to transfer the operating businesses of BT Sport to Warner Bros. Discovery (together the "Transaction"). By bringing together the sports content offering of both BT Sport and Eurosport UK, the JV will have one of the most extensive portfolios of premium sports rights including UEFA Champions League, UEFA Europa League, the Premier League, Premiership Rugby, UFC, the Olympic Games, tennis Grand Slams featuring the Australian Open and Roland-Garros, cycling Grand Tours including the Tour de France and Giro d'Italia and the winter sports World Cup season.

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.