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What's happening in European Commercial and VOD Broadcasting 25-29 April 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.

- DSA: ACT welcomes political agreement on the Digital Services Act
- BritBox international launches in April
- MFE 2021 annual report
- NENT Group publishes Q1 2022 interim report January-March
- Paramount+ Banner Title 'Bosé' Wraps Production, Unveils Further Key Cast
- Sky Sports announces multi-year broadcast partnership with W Series
- Two TF1 Group production films in the official selection of the Festival de Cannes 2022



DSA: ACT welcomes political agreement on the Digital Services Act

The Association of Commercial Television and Video on Demand Services in Europe (ACT) welcomes the provisional political agreement on the Digital Services Act (DSA). ACT supports the aims of the DSA, notably its guiding mantra that what is illegal offline should be illegal online. The DSA marks a further step in the essential and long process towards framing the digital space to ensure a diverse and secure media landscape.



BritBox international launches in April

On 28th April, BritBox - the video streaming service jointly owned by iTV and the BBC - will launch to customers in Norway, Denmark, Flnland and Sweden, giving them access to thousands of hours of British content, including exclusive new shows and classics from the archive.



MFE 2021 annual report

The Board of Directors of MFE-MEDIAFOREUROPE N.V. met on 28 April under the Chairmanship of Fedele Confalonieri and approved the results to 31 December 2021. In the its first year of operations, MFE achieved a marked improvement in its results compared with both 2020 and pre-pandemic 2019. Consolidated net revenues rose to €2,914.3 million (+10.5%), compared to €2,636.8 million in 2020. Advertising revenues, generated by all of the Group's sales companies, rose by +14.4% year-on-year, +2.4% compared to 2019. Pier Silvio Berlusconi, MFE's CEO, stated that "the transition from Mediaset to MFE is marked by an extraordinary annual report. This is the result of a strategy that allowed us to react efficiently to the pandemic crisis by increasing the quantity of television products.



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Thanks to the excellent work of Publitalia '80, MFE's sales house, MFE has built a unique multimedia system to offer investors an extensive portfolio of thematic free-to-air and pay TV channels - both linear and non-linear/OTTV - radio and web where the MFE is leader in video consumption".



NENT Group publishes Q1 2022 interim report January-March

NENT Group published Q1 2022 financial results: 52% growth to 4.8m Viaplay subscribers with successful launch in the Netherlands. NENT Group President & CEO's commented: "The launch of Viaplay in the Netherlands last month has beaten all expectations, and was the primary contributor to the Q1 intake of 778k Viaplay paying subscribers (...)".



Paramount+ Banner Title 'Bosé' Wraps Production, Unveils Further Key Cast

"Bosé," the highly anticipated Paramount Plus Original, has wrapped production. The announcement comes as Paramount Plus has also confirmed the remainder of the internationally recognised cast of the six-part series, a biopic of Spanish singer-songwriter Miguel Bosé. Produced by VIS, a division of Paramount, in collaboration with Shine Iberia, "Bosé" will premiere exclusively on the Paramount Plus International streaming service in the coming months.



Sky Sports announces multi-year broadcast partnership with W Series

Sky Sports announced a new multi-year broadcast partnership with W Series, the international single-seater motor racing championship for women. W Series will include ten races across eight Formula 1 Grand Prix weekends in 2022, and Sky Sports will broadcast live coverage of every qualifying and race session. The three-year partnership – through to the end of W Series' fifth on track season in 2024 – represents W Series' largest media investment to date and will include distribution of W Series content across Sky's channels, including linear, digital, and social.



Two TF1 Group production films in the official selection of the Festival de Cannes 2022

On the 75th edition of the Cannes Film Festival, two films produced in collaboration with the TF1 Group will be presented: 'Mascarade', selected Out of Competition, a film by Nicolas Bedos, produced by Les Films du kiosk, co-produced and distributed by Pathé and Orange Studio, with the participation of the Canal+ and TF1 groups; 'Smoking makes you cough', selected in Midnight screening, a film by Quentin Dupieux, produced by Chi-Fou-Mi Productions, distributed by Gaumont, with the participation of the TF1 Group.



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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.