

## What's happening in European Commercial and VOD Broadcasting 13-17 June 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.

- [Review of so-called Code of Practice on online disinformation fails to deliver protection for EU citizens](#)
- [SundanceTV commemorates LGTBQA+ Pride with 'Over the Rainbow', a special programming in June and July](#)
- [ITV acquires Plimsoll Productions - the world's largest leading independent natural history TV producer](#)
- [Mediaset signs an exclusive agreement with BBC Studios for premium factual shows](#)
- [SyFy channel re-brands to Sky Sci-Fi offering new shows and fan favourites](#)
- [United Media becomes majority owner of Montenegrin media company Vijesti](#)
- [Viaplay Group and Altibox expand Norwegian distribution partnership](#)
- [Disney EMEA Celebrates Pride 2022](#)
- [Extended UCI and Warner Bros. Discovery partnership signals exciting new era for the UCI Mountain Bike World Cup](#)



### [Review of so-called Code of Practice on online disinformation fails to deliver protection for EU citizens](#)

As online platforms release their so-called revised Code of Practice on Disinformation, TV & VoD providers are doubtful about the process and outcome of this Review. While we understand that many organisations involved in the drafting of the Code have sought to encourage online platforms to step up their efforts, we presage that the resulting “commitments” will have little to no effect on stemming the increasing flow of disinformation online.



### [SundanceTV commemorates LGTBQA+ Pride with 'Over the Rainbow', a special programming in June and July](#)

On the occasion of LGTBQA+ Pride Month, the television channel SundanceTV, produced in Spain by AMC Networks International, presents 'Over the Rainbow', a special cycle inspired by the iconic verse of Judy Garland, anthem of the movement. This cycle, which will be broadcast every Saturday and Sunday from June 11 to July 10, at 10:30 p.m., pays homage to the anniversary of the Stonewall protests that began on June 28, 1969 in New York and that marked the catalyst for the defense of LGTB rights.



**ITV acquires Plimsoll Productions - the world's largest leading independent natural history TV producer**

ITV plc today announced that it has agreed to acquire a majority interest of 79.5% in Plimsoll Productions, the largest independent producer of natural history programmes in the world and a growing premium factual producer, for a cash consideration of approximately £103.5 million, valuing Plimsoll at an Enterprise Value of £131 million. Founded in Bristol in 2013, the centre of excellence for natural history programming, the Bafta, Emmy and Academy award winning producer has produced hundreds of hours of content which is watched, and sold, in nearly 200 countries.



**Mediaset signs an exclusive agreement with BBC Studios for premium factual shows**

The long-term agreement covers first-window pre-sales of natural history landmarks in the Italian territory including BBC Studios' Natural History Unit's upcoming Frozen Planet II, Dynasties II and Planet Earth III. The content package also comprises two additional commitments for factual content on Mediaset's Focus Channel hosting additional 25 hours per year. Acquired titles from the BBC Studios catalogue for Mediaset's portfolio of FTA channels include the second season of Animals with Cameras and Mummies Unwrapped.



**SyFy channel re-brands to Sky Sci-Fi offering new shows and fan favourites**

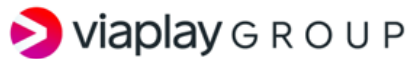
The destination for fans of science fiction and fantasy genres, Syfy, will be re-branding to Sky Sci-Fi from Tuesday 26 July. The channel has been revamped and will offer exciting new shows while still being home to a host of sci-fi classics that fans know and love.



**UNITED  
MEDIA**

**United Media becomes majority owner of Montenegrin media company Vijesti**

United Media became the majority owner of the media company Vijesti from Montenegro. After gaining the approval of the regulatory bodies, the company was granted permission to acquire 51 percent ownership in Vijesti, a company whose portfolio includes a website, TV, and print.



**Viaplay Group and Altibox expand Norwegian distribution partnership**

Viaplay Group and Norwegian TV, streaming and broadband provider Altibox have agreed a multi-year expansion of their long-term distribution partnership in Norway. The Viaplay streaming service will remain broadly available to Altibox customers, who will now also have the possibility of following 380 live Premier League games every season when Viaplay Group's Norwegian coverage of the world's most popular football league kicks off in August.



**Disney EMEA Celebrates Pride 2022**

In celebration of Pride 2022, Disney is putting on an array of exciting activations across Europe, Middle East and Africa, including The Walt Disney Company Pride Collection, a vibrant Disneyland Paris Pride event and a full schedule of events for Cast Members to celebrate their authentic selves.



**WARNER BROS.  
DISCOVERY**

**Extended UCI and Warner Bros. Discovery partnership signals exciting new era for the UCI Mountain Bike World Cup**

The Union Cycliste Internationale (UCI) has selected Warner Bros. Discovery (WBD) to deliver a new vision for mountain biking. For this reason, the UCI will harness WBD's global scale and vast media platforms, as well as collaborate with two of the company's specialist organisations. This will see Discovery Sports Events join forces with the Enduro Sports Organisation (ESO Sports) to deliver the organisation, media production and broadcast, promotion and commercialisation of the UCI Mountain Bike World Cup.

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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.