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What's happening in European Commercial and VOD Broadcasting 26-30 September 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.

- <u>Canal Hollywood dedicates a special to Tim Burton on the occasion of the opening of his</u> <u>exhibition in Madrid</u>
- ITV, STV, Sky and INEOS come together to promote the health and attainment benefits of The Daily Mile
- <u>Mediaset's H2022 still growing</u>
- <u>Sky Sports extends Scottish football offering until 2029 with more SPFL matches than</u> <u>ever before, and the addition of Scottish Women's Premier League fixtures for the first</u> <u>time</u>
- TF1 GROUP 2022 Climate Roadmap
- Judging for Emmy Awards and Gala Event in Dubrovnik
- Max Verstappen and Viaplay expand long-term partnership

INTERNATIONAL

Canal Hollywood dedicates a special to Tim Burton on the occasion of the opening of his exhibition in Madrid

Coinciding with the inauguration in Madrid of the immersive exhibition Tim Burton, the labyrinth on September 29, Canal Hollywood, the specialized television channel par excellence in the mecca of cinema and produced by AMC Networks International Southern Europe, dedicates a special to the unmistakable director, one of the most personal and unique filmmakers in history.



ITV, STV, Sky and INEOS come together to promote the health and attainment benefits of The Daily Mile

ITV, STV, Sky and INEOS have come together in a national campaign to encourage schools to sign up to The Daily Mile to give children a healthy start in life and improve attainment in class. Launched on Saturday 24th September, the TV advertising campaign titled 'Thrive' highlights the powerful impact that The Daily Mile has on children's physical and mental wellbeing helping them to thrive in school.



Mediaset's H2022 still growing

Despite a context of geo-political and economic crises, characterised by increased inflation, energy emergency and a fall in consumer confidence, the Group's accounts in the first six





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months of 2022 saw a positive net result thanks to an immediate response by its management. Consolidated net revenues were up compared with the same period last year and, despite a very challenging second quarter, the Group's advertising sales outperformed the market's trend.

sky

Sky Sports extends Scottish football offering until 2029 with more SPFL matches than ever before, and the addition of Scottish Women's Premier League fixtures for the first time

Sky Sports will broadcast more Scottish Professional Football League (SPFL) matches than ever before under a new agreement with the League. The four-year extension to the current deal means Sky Sports customers can continue to enjoy the biggest matches from the SPFL live every week of the season until 2029. In addition, and for the first time, football fans will be able to watch exclusively live fixtures from the Scottish Women's Premier League (SWPL) on Sky Sports from this season. The broadcaster will become an official partner of the SWPL and the title sponsor of the SWPL League Cup for the next seven seasons.



TF1 GROUP - 2022 Climate Roadmap

The information of the Groupe TF1 continues and strengthens its mobilization for the general public on the subjects of ecological transition such as: The creation of the "Notre Planète" signature for all new formats and dedicated events in the TF1 JT editions, LCI programs and on TF1 INFO; the establishment of a major partnership with RTE, in particular for a weather report on energy consumption; the creation of a committee of environmental experts to support the editorial staff of TF1, LCI and TF1 INFO; and the launch of a climate barometer to measure the rise of environmental topics in news meetings.



MEDIA

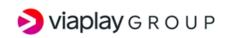
Judging for Emmy Awards and Gala Event in Dubrovnik

The Semi-Final Round of Judging in the Telenovela category for the 50th International Emmy[®] Award was held in Dubrovnik. United Media and Nova TV, the hosts of this important process, which will determine the nominees for this prestigious award, have gathered together leading global and regional professionals who contributed with their expertise to the selection of the best content in the Telenovela category. Event ended with a red carpet and gala dinner with guests from the region and the world.





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Max Verstappen and Viaplay expand long-term partnership

Formula 1 World Drivers' Champion Max Verstappen and Viaplay have expanded their long-term, multi-market partnership. Viaplay and Verstappen will create new and exclusive programming that will premiere between the end of the current Formula 1 season in November and the beginning of the 2023 season. Moreover, Verstappen's long-term ambassadorial role for Viaplay, which was announced in January for markets in which Viaplay holds Formula 1 rights, has been extended to cover all Viaplay territories, including those where the branded content concept Viaplay Select is available.

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.