

## What's happening in European Commercial and VOD Broadcasting 17-21 October 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.

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### [Commission Work Programme 2023: A missed opportunity to tackle live content piracy](#)

Despite a clear and unambiguous call from 112 organisations from across the full breadth of the EU's cultural, creative and sports sectors, and from 107 Members of the European Parliament, the Commission has not included a legislative initiative to tackle live content piracy in its Work Programme for 2023. As the Live Content Coalition, representing the organisers and distributors of live events across Europe, we welcome the reference to our concerns, but we are disappointed that those legitimate concerns are addressed through an inadequate non-legally binding recommendation.



### [AMC+ premieres the second season of the Canadian series 'Blue Moon'](#)

On 127 November, the streaming service AMC+ premieres the second season of the Canadian series 'Blue Moon', which once again shows us the multi-million dollar covert organization Blue Moon, made up of two ex-military men. The series promises a second installment with more action and more intrigue in this group that operates under the strictest opacity and is now going through difficult times.



### **National Television Awards: Ant & Dec crowned Kings of TV, Emmerdale's royal birthday message and more**

ITV dominated the National Television Awards, winning in ten out of 16 categories at the awards celebrating the best of British television. Ant and Dec won the National Television Award for best TV Presenter for the whopping 21st time in a row, breaking their own record from last year, when they won it for the 20th time. The duo's win was announced at the awards ceremony, which took place at The OVO Arena Wembley on 13 October.



### **Mediaset top brand for graduate students with legal and humanistic major**

According to Universum's research on the most attractive companies for Italian university students, Mediaset is one of the most attractive companies for young Italian graduates. The Group ranks first for law students and third for those with degrees in the humanities and is among the most interesting companies for business students. Employer branding is a fundamental strategic lever for Mediaset: the evolution of activities and the development of new business ventures have required significant investments to adapt processes and technological infrastructures and are also attracting the right talents to interpret this change.



### **Paramount+ Sets Launch Dates For France, Germany, Austria, Switzerland**

Paramount+ has set launch dates for France, Germany, Austria and Switzerland. As the streamer pushes further into Europe, French rollout will take place December 1, followed by Germany, Austria, Switzerland on December 8. Local content in the regions including Mask: Marie Antoinette Serial Killer and Der Scheich has already been greenlit.



### **Award-winning director Joe Wright set to direct brand-new Sky Original drama M. Son of the Century with Luca Marinelli to lead the cast as Benito Mussolini**

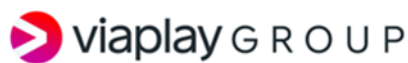
Sky announced that BAFTA-winning director Joe Wright (Darkest Hour, Atonement, Cyrano) is set to direct M. Son of the Century, the new Sky Original series based on the Premio Strega-winning and international bestselling book by Antonio Scurati, which chronicles the birth of fascism in Italy and the Duce Benito Mussolini's rise to power. Wright will direct all eight episodes of the series and begins filming at Cinecittà Studios over the next few weeks.



**UNITED**  
M E D I A

**United Media is launching three new television channels**

United Media, the leading media company in Southeast Europe, is launching three new cable channels from 28 October: Nova Max, Nova Series and Grand Nostalgia. The biggest blockbusters, unforgettable classics, the most watched domestic series, and the best music programs will be found on the offer of new TV channels, which will be available on EON, Total TV and D3 platforms on SBB in Serbia, as well as on the Telemach operator in Montenegro and Bosnia & Herzegovina.



**Viaplay to launch in the UK on 1 November**

Viaplay Group will launch its Viaplay streaming service in the UK on 1 November. Viewers will be offered two packages: the Films & Series package focused on Nordic storytelling with award-winning Viaplay Originals and curated third-party content, and the Total package that also includes the combined UK sports line-up of Viaplay and UK sports streamer and TV channel operator Premier Sports. These packages will be priced at GBP 3.99 and GBP 14.99 per month respectively. Viaplay Group's acquisition of Premier Sports has received Irish media merger control clearance, and Premier Sports' TV channels will receive Viaplay branding from 1 November. The UK launch will take Viaplay's direct-to-consumer footprint to 11 countries, with the US and Canada to follow in early 2023.



**WARNER BROS.**  
**DISCOVERY**

**Warner Bros. Discovery platforms to deliver comprehensive season-long coverage of winter sports**

Fans across Europe will be able to enjoy the very best that winter sports have to offer with every major World Cup and World Championships event during the 2022-23 season available to watch across the Warner Bros. Discovery Sports network. With up to 600 races and 3,500 hours of winter sports action to be broadcast over the next six months on discovery+, Eurosport and Eurosport App, fans will have access to the most comprehensive coverage, cementing Warner Bros. Discovery's status as the Home of Winter Sports in Europe.

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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.