

What's happening in European Commercial and VOD Broadcasting 12-16 December 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.

- [AMC Networks International launches Enfamilia, a new pay TV channel for adults and children to enjoy](#)
- [Canal Plus makes mark in Austria with UEFA Champions League rights](#)
- [England v France watched by 23 million on ITV](#)
- [Mediaset passes the World Cup test](#)
- [Paramount+ arrives in Germany, Austria and Switzerland, concluding a year of global expansion](#)
- [US Open Tennis Championships returning to Sky Sports from 2023](#)
- [Newen Connect wins the Unifrance Export-fiction award with 'Women at war'](#)
- [Viaplay Group included in S&P Dow Jones Sustainability Indices for second consecutive year](#)



[AMC Networks International launches Enfamilia, a new pay TV channel for adults and children to enjoy](#)

AMC Networks International Southern Europe launched 'Enfamilia', a new entertainment channel with a varied programming full of movies, series, gastronomy, decoration, documentaries and children's content.



[Canal Plus makes mark in Austria with UEFA Champions League rights](#)

Canal+ announced the acquisition of rights to UEFA European club soccer competitions in Austria for the next three-year cycle. Canal+ will show selected top games from the UEFA Champions League, UEFA Europa League, and UEFA Europa Conference League live and exclusively through the 2024-25 to 2026-27 seasons.



[England v France watched by 23 million on ITV](#)

England's World Cup Quarter Final match was watched by a peak audience of 23 million across ITV and ITVX last week as the Three Lions were narrowly defeated by France. The game drew the biggest audience of the tournament and the highest peak on any channel this year (biggest since the final of last year's European Championship between England and Italy).



[Mediaset passes the World Cup test](#)

Throughout the World Cup games, Mediaset's programming has shown a significant increase in audience shares: the editorial decision to keep the usual scheduling – without resorting to ineffective counter-programming – is proof of viewers' loyalty to Mediaset's artists, technicians, executives, journalists. Pier Silvio Berlusconi - Mediaset CEO - stated: "This winter's World Cup has brought some surprises. We expected, as usual, some effects on the audience share: yet, all of our programmes have increased their ratings so far. For a publisher that relies on advertising and offers a free product this is indeed good news."



[Paramount+ arrives in Germany, Austria and Switzerland, concluding a year of global expansion](#)

Paramount+, the global streaming service from Paramount, launched in Germany, Switzerland, and Austria with thousands of hours of entertainment, following the launch of the service in France on December 1st, and establishing a year of global expansion as the service is now live in 45 markets.



[US Open Tennis Championships returning to Sky Sports from 2023](#)

Sky Sports announced a new five-year partnership with the United States Tennis Association (USTA) for the US Open Championships, welcoming tennis back to Sky Sports and reaffirming the broadcaster as the home of live sport in the UK & Ireland. The new agreement will begin with the 2023 US Open at Flushing Meadows, starting on August 28th, with Sky Sports holding the exclusive broadcast rights up to and including the 2027 event.



[Newen Connect wins the Unifrance Export-fiction award with 'Women at war'](#)

Newen Connect, the distribution arm of Newen Studios (TF1 Group), wins the Unifrance Fiction Export award 2022 for the series "Women at War". Every year, the Unifrance ceremony rewards the best-selling French audiovisual programs in the world in order to highlight the professionalism and know-how of distribution companies as well as the attractiveness of French creation abroad.



[Viaplay Group included in S&P Dow Jones Sustainability Indices for second consecutive year](#)

Viaplay Group has been included in the S&P Dow Jones Sustainability Indices (DJSI) for the second consecutive year. The company has qualified for both DJSI World and DJSI Europe, maintaining its position in the top 10% of media and entertainment companies in terms of

sustainability performance. Viaplay Group is one of just six Swedish companies across industries to be part of DJSI World and has received S&P's Industry Mover Sustainability Award for the strongest year-on-year improvement in its own industry.

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.