

What's happening in European Commercial and VOD Broadcasting 19-23 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.

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ACT wishes you a Merry Christmas and a Happy New Year 2023!



[AMC+ premieres exclusively in Spain the acclaimed original series 'Interview with the Vampire, by Anne Rice'](#)

The original series of the AMC+ streaming service, 'Interview with the Vampire, by Anne Rice', arrives in Spain exclusively on 12 January. The series created by Rolin Jones follows the story of love, blood and immortality of Louis de Pointe du Lac (Jacob Anderson), Lestat de Lioncourt (Sam Reid) and Claudia (Bailey Bass), as told to journalist Daniel Molloy (Eric Bogosian).



[ITV on track for record year in streaming](#)

2022 is set to be a record year for streaming for ITV, as the year comes to a close with huge livestream audiences for I'm A Celebrity and the World Cup, as well as a strong launch for ITVX. ITV's biggest week ever for streaming was 22 - 28 November, which attracted 106.4m streams and covered the last week of I'm A Celebrity and 16 World Cup matches, including England v USA. ITVX, ITV's new, free streaming service attracted 66.5 million streams in the first week after its launch (8 – 14 December) – an increase of 138% compared to the same period last year when ITV Hub had 28 million streams.



["Next - Generazione Europa": a window on the EU](#)

A new two-year multimedia project was launched by Tgcom24, Mediaset's all-news channel, in collaboration with the Italian Representation of the European Commission, to talk about the role and values of the European Union. "Next - Generazione Europa" consists of 16 special online appointments within Studio Aperto Mag and of 4 episodes on channel

51. It will delve into the activities and functioning of the EU to understand how they are reflected in our lives and the priorities of the EU Commission: from youth education and employment to NextGenerationEU to the Green Deal and the digital transition. All episodes will be available on the web, in the dedicated online special, and on Tgcom24's social networks.



[Sky News named News Provider of the Year at The British Journalism Awards](#)

At the British Journalism Awards, Sky News walked away with the honour of News Provider of the Year, after having an exceptional year focusing on distinctive, eyewitness journalism and analysing issues which affect all our lives. The judges said Sky News “has a brave record when it comes to chronicling the wars of the 21st century and Ukraine has been no exception”.



[Excellent performance for the 2022 FIFA World Cup on TF1](#)

TF1 Group is proud of the excellent performances of the 2022 FIFA World Cup™ matches, programs such as MAG and Téléfoot as well as its audience success on MYTF1. On 18 December, TF1 offered viewers the opportunity to follow the 2022 World Cup final live. Huge card for this last match which achieved the best historical audience for a TV program all programs and all channels combined by bringing together: 24.1 million viewers and up to 29.4 million viewers for the penalty shootout.



[Viaplay launches on The Roku Channel in the US](#)

Viaplay Group and Roku agreed on a multi-year partnership that makes a broad range of Viaplay's premium Nordic content available through Premium Subscriptions on The Roku Channel in the US. Viewers can now add a Viaplay subscription through Premium Subscriptions and enjoy over 1,500 hours of Viaplay's most acclaimed series and films and curated third-party content. In Q4 2021, The Roku Channel reached US households with an estimated 80 million people.



WARNER BROS. DISCOVERY

[UCI and Warner Bros. Discovery announce full calendar for the 2023 UCI Mountain Bike World Cup](#)

The Union Cycliste Internationale (UCI), Warner Bros. Discovery (WBD) are pleased to reveal the final details of the 2023 UCI Mountain Bike World Cup Calendar. One of the flagship events on next year's calendar will be a first in the history of the sport with a ten-day all-encompassing festival featuring all formats of the UCI Mountain Bike World Cup, taking place from September 7 - 17. Taking place in the Haute-Savoie region, cross-country Olympic (XCO), cross-country short track (XCC) and downhill (DHI) will take place in Les Gets, while cross-country marathon and enduro will be based in Châtel and Morzine.

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.