

## What's happening in European Commercial and VOD Broadcasting 13-17 March 2023

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.

- [European broadcasters welcome the Second Revised Draft Text for the WIPO Broadcasting Organizations Treaty](#)
- [ITV to supercharge kids offering on ITVX](#)
- [Mediaset's Nostalgia awarded by the Creative Europe Media programme](#)
- [Paramount Global Launches "Popular is Paramount"](#)
- [RTL Group reports strong revenue growth and 5.5 million paying streaming subscribers](#)
- [United Media has become the owner of 50% of the Greek company Emsa Media](#)
- [New campaign to celebrate the journeys of four icons and their passion for sport](#)



### [European broadcasters welcome the Second Revised Draft Text for the WIPO Broadcasting Organizations Treaty](#)

European broadcasters, through the Association of Commercial Television and Video on Demand Services in Europe (ACT) and the European Broadcasting Union (EBU), which represent both commercial and public service broadcasters as well as video-on-services operators, welcome the continued commitment of WIPO Member States to finalize their work on the WIPO Broadcasting Organizations Treaty.



### [ITV to supercharge kids offering on ITVX](#)

ITV announced the launch of a new dedicated destination for kids on ITVX - ITVX Kids - with more content than ever before, across a range of titles appealing to both school age and pre-school age children. Launching in July 2023, and rolling out across the school summer holiday period, the new consolidated children's offering will also see ITV taking its approach to 6-12s content, streaming-only, from early Autumn 2023.



### [Mediaset's Nostalgia awarded by the Creative Europe Media programme](#)

Nostalgia, directed by Mario Martone, coproduced and distributed by Mediaset's subsidiary Medusa, has been selected within the EC's MEDIA strand of Creative Europe programme, to receive "Films on the move" support for its distribution in 15 territories. The MEDIA strand of Creative Europe aims to support audience development by connecting European audiovisual works with their audiences through all distribution channels and hence to promote the circulation of non-national audiovisual works across

the EU outside their country of origin in cinema theatres primarily, but also instreaming platforms.



### [Paramount Global Launches "Popular is Paramount"](#)

Paramount Global unleashed the power of content with the launch of "Popular is Paramount," a new brand positioning and trade campaign that brings to life the company's indisputable strength in making popular content and content popular for every audience across its premium portfolio of leading brands and multiplatform assets.



### [RTL Group reports strong revenue growth and 5.5 million paying streaming subscribers](#)

Group revenue increased 8.8 per cent to €7,224 million (2021: €6,637 million), mainly thanks to strong growth of Fremantle, RTL Deutschland (from the acquisitions of Gruner + Jahr in 2022 and Super RTL in 2021) and RTL Nederland. Group revenue was up 1.6 per cent organically<sup>1</sup> compared to 2021, driven by Fremantle and RTL Nederland. Thomas Rabe, Chief Executive Officer of RTL Group, said: "2022 was a strong year for RTL Group, although we faced an unprecedented number of external challenges (...)".



**UNITED**  
M E D I A

### [United Media has become the owner of 50% of the Greek company Emsa Media](#)

United Media has become the owner of 50% of the Greek company Emsa Media, digital hub that provides specialized commercial, technical, operational and marketing services to a network of owned and affiliated sites.



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

### [New campaign to celebrate the journeys of four icons and their passion for sport](#)

Four sporting icons are set to feature in a new brand campaign from Eurosport to unlock the power of sport through authentic storytelling of their sporting journeys. Centring on

double Olympic gold medallist Tina Maze, former tennis world number two Alex Corretja, seven-time world snooker champion Ronnie O’Sullivan and cycling trailblazer Iris Slappendel, the 4 x 45 second spots highlight why sport has been important to them during their illustrious careers – a message they continue to share through their passion for sport with audiences watching on Eurosport today.

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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.