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What's happening in European Commercial and VOD Broadcasting 10-14 April 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.

- AMC Networks International Southern Europe launches ¡BUENVIAJE!, a new TV channel for travel lovers
- CANAL+ Group and Apple announce partnership
- ITV increases its support to participants to tackle online trolling
- Paramount+ and Formula 1® Announce Global Strategic Partnership
- TV NOVA from Bulgaria records the biggest share in its history
- Viaplay partners with Camilla Läckberg and Henrik Fexeus on international thriller trilogy
- Warner Bros. Discovery Unveils Max Streaming Service, Launching May 23



AMC Networks International Southern Europe launches ¡BUENVIAJE!, a new TV channel for travel lovers

AMC Networks International Southern Europe launched this week ¡BUENVIAJE!, a linear television channel 100% specialised in travel. With a proposal of high-quality and innovative formats, and soon with own-produced content, ¡BUENVIAJE! invites the viewer to discover and explore new places by promoting responsible expeditions that are respectful of other cultures and the environment.



CANAL+ Group and Apple announce partnership

CANAL+ Group and Apple are pleased to announce the signing of a multi-year strategic partnership, unique in the world. As of April 20, all CANAL+ offers will be enhanced with the arrival of Apple TV+, Apple's award-winning streaming service. All Apple TV+ content will be offered to all CANAL+ subscribers in mainland France.



ITV increases its support to participants to tackle online trolling

ITV announced the launch of a new Social Media Awareness Hub, designed to help all participants on ITV-produced or commissioned shows deal with trolling online. The Hub is part of an ongoing commitment to duty of care for participants of its shows.

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Paramount+ and Formula 1® Announce Global Strategic Partnership

Paramount+, the global streaming service from Paramount and Formula 1® announced an official promotional partnership for the 2023-2024 season, marking the first of its kind partnership for the global racing spectacle. With the deal, Paramount+ becomes an Official Partner of Formula 1.



TV NOVA from Bulgaria records the biggest share in its history

In March 2023, TV NOVA from Bulgaria recorded the biggest viewership result in its history. Official peoplemetric data reports an average daily audience share of over 30% among the audience 18-49 y.o. To date, this is the highest rate for NOVA reported by a peoplemetric system since 2005.



Viaplay partners with Camilla Läckberg and Henrik Fexeus on international thriller trilogy

A three-season, English-language adaptation of the bestselling novels co-authored by Camilla Läckberg, one of the world's most popular crime writers, and renowned mentalist Henrik Fexeus is Viaplay's latest international production. Scripted by Gunnar Järvstad ('Top Dog'; 'The Truth Will Out') and Britain's Simon Kassianides ('The Mandalorian'; 'Quantum of Solace'), the ambitious trilogy is produced by Warner Bros. ITVP Sweden and begins filming in 2024.



Warner Bros. Discovery Unveils Max Streaming Service, Launching May 23

Warner Bros. Discovery introduced Max, its enhanced streaming service, which will launch in the U.S. on May 23. Max is the destination for HBO Originals, Warner Bros. films, Max Originals, the DC universe, the Wizarding World of Harry Potter, an expansive offering of kids content, and best-in-class programming across food, home, reality, lifestyle and documentaries from leading brands like HGTV, Food Network, Discovery Channel, TLC, ID and more. Max will be available in Latin America later in 2023, followed by select countries across Europe and Asia in 2024.



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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.