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What's happening in European Commercial and VOD Broadcasting 17-21 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 channels celebrate World Book Day
- StudioCanal strengthens its presence in the United Kingdom
- ITVX officially hits the one billion streams mark
- MFE 2022 annual report
- First look trailer and key art revealed for Sky Original documentary series Juan Carlos: Downfall of The King
- Viaplay Group and Deutsche Telekom's MagentaTV enter Viaplay Select partnership
- FIM Speedway returns to Discovery+ and Kanal 9 in Sweden



AMC Networks International channels celebrate World Book Day

The AMC Networks International Southern Europe channels commemorate World Book Day starting on 21 April, with several film adaptations of great literary successes. Canal Hollywood and Somos turn to this date through special programming dedicated to 'The Lord of the Rings' and the screenwriter Rafael Azcona. In addition, this thematic programming can also be enjoyed on demand thanks to the 28 films that AMC, SundanceTV, Canal Hollywood and DARK offered through the main operators.



StudioCanal strengthens its presence in the United Kingdom

On the occasion of the MIP TV festival in Cannes, StudioCanal, the subsidiary of the Canal+ Group, present in the production and distribution of series and films and in catalog management, announced an investment in the British production company Strong Film & Television.



ITVX officially hits the one billion streams mark

On Easter Sunday 2023 ITVX officially hit the one billion streams mark, just over four months after the service's launch on December 8th in 2022. 2022 was ITV's previous most successful year for streaming, when it took nearly seven months to hit the one billion streams mark. This follows on from ITVX achieving its best ever month for streaming in March 2023, with 282 million streams, up by more than 100 million on last year.

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MFE 2022 annual report

The Board of Directors of the MFE-MEDIAFOREUROPE N.V. (MFE) Group, holding encompassing Mediaset's broadcast activities in Italy and Spain, has unanimously approved the company's 2022 results. The economic and financial performance have been better than the company's expectations despite the economic uncertainty caused by the international crisis and showed a significant improvement of the net profit (an increase of 30.1% considering the adjusted net profit) compared with the pre-pandemic level. Pier Silvio Berlusconi, CEO MFE-MEDIAFOREUROPE N.V., stated: «We are extremely proud of the results achieved in 2022 by the Group. A commitment that has made it possible to achieve a higher-than-expected level of net profit, notwithstanding the deterioration of the macroeconomic context. We closed a great 2022, always oriented towards the interests of all stakeholders».



Pluto TV's Olivier Jollet on FAST competition & exclusive vs original content

Increasing competition in the FAST space will be a good thing for the market, Pluto TV's Olivier Jollet has told TBI at MIPTV, while sharing the streamer's strategy of exclusive content over original content.



<u>First look trailer and key art revealed for Sky Original documentary series Juan Carlos:</u> Downfall of The King

Sky released the first-look trailer and key art for Juan Carlos: Downfall of The King, a sensational new Sky Original documentary series. Charting the rise and fall of former Spanish King Juan Carlos I, the four-part series will be coming to Sky Documentaries and NOW on 21st May 2023 and received its world premiere in competition at Canneseries.



Viaplay Group and Deutsche Telekom's MagentaTV enter Viaplay Select partnership

Viaplay Group and Deutsche Telekom, Europe's largest telecom operator, have agreed a partnership that brings Viaplay Select's premium content to Deutsche Telekom's MagentaTV service in Germany. Viewers can access over 300 hours of Viaplay's most acclaimed series, films and documentaries through MagentaTV, together with curated third-party titles. The partnership is the first in Germany for Viaplay Select, a branded content concept for partner platforms, and makes Viaplay's award-winning storytelling broadly available across one of Europe's biggest entertainment markets.







FIM Speedway returns to Discovery+ and Kanal 9 in Sweden

Swedish fans can enjoy all the 2023 FIM Speedway action on discovery+, with three Speedway GP rounds live free-to-air on Warner Bros. Discovery-owned Kanal 9. discovery+ will once again bring subscribers full live coverage of all 10 Speedway GP rounds throughout 2023, starting with the season-opening Tehnix FIM Speedway GP of Croatia on April 29.

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

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.