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What's happening in European Commercial and VOD Broadcasting 24-28 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.

- A+E Networks EMEA Expands its FAST Footprint with Amagi
- <u>Historia y Actualidad exclusively premieres 'Vida 2.0', a series that raises unknowns</u> about future
- ITV announces special programming to celebrate HM King Charles III Coronation
- Mediaset España leads the digital traffic in March with 13.6 million unique users
- Paramount Global Unveils Salesforce-Driven Diversity Measurement Platform for Productions (Exclusive)
- New Sky Original Series My Friend Misty Executive Produced by Fearne Cotton launches on Sky Kids
- C More and TV4 Play merge into one platform
- Viaplay Group publishes Q1 2023 interim report January-March
- 2023 Speedway GP opener live on Croatian Free-to-Air Sports channel SPTV



A+E Networks EMEA Expands its FAST Footprint with Amagi

Amagi, the global leader in cloud-based SaaS technology for broadcast and connected TV, announced a partnership with A+E Networks EMEA to distribute three Free Ad-supported Streaming TV (FAST) channels to leading platforms in the UK.



Historia y Actualidad exclusively premieres 'Vida 2.0', a series that raises unknowns about future

On 4 May, the streaming service Historia y Actualidad, produced by AMC Networks International Southern Europe, exclusively premieres 'Vida 2.0', a series made up of eleven half-hour episodes that raises unknowns about the future. The production reveals some of today's most unlikely scientific breakthroughs and imagines the impact they could have on our world tomorrow.



ITV announces special programming to celebrate HM King Charles III Coronation

A special programme produced by ITV News King Charles III: The Coronation will be broadcast live from 8.30am to 3pm on Saturday 6th May giving viewers on ITV1 and ITVX a close up view of all the events of Coronation Day. The major live event programme produced by ITV News will be the centrepiece of a week of special ITV coverage.

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Mediaset España leads the digital traffic in March with 13.6 million unique users

With 13.6 million unique users in March, Mediaset España confirmed its position as the leading audiovisual group in digital traffic after experiencing a 27% growth compared to the figure reached in the same month of 2022, according to data released by GfK DAM on digital consumption in Spain.



Paramount Global Unveils Salesforce-Driven Diversity Measurement Platform for **Productions (Exclusive)**

Paramount Global is rolling out a new diversity reporting platform that has the potential to fill in major gaps in metrics on its television productions for everyone from writers and directors to wardrobe stylists and stunt workers.



New Sky Original Series My Friend Misty Executive Produced by Fearne Cotton launches on Sky Kids

A brand-new Sky Original series My Friend Misty executive produced by Fearne Cotton is set to hit Sky Kids screens next month. The animated and live-action hybrid sees colourful and magical Misty, narrated by Daisy Haggard (Breeders, Back to Life), help children navigate everyday situations by teaching them brilliant tips to stay calm and strategies that will help them move forward.



C MORE

C More and TV4 Play merge into one platform

After the summer, C More and TV4 Play will be merged into one platform, which will continue to be called TV4 Play. For TV4's audience, most things will be as usual and users will still find TV4 favourites on TV4 Play free of charge. Viewers will be offered a new choice to watch TV4 Play with or without advertising.



Viaplay Group publishes Q1 2023 interim report January-March

Viaplay Group published its Q1 2023 interim report: paying subscribers are up 60% YoY to 7,643k (4,783) with 325k subscribers added QoQ; revenues are up 68% on organic basis to represent 52% share of total revenues. Anders Jensen, Viaplay Group President & CEO, commented: 'We have continued to deliver on our growth targets despite the broader economic uncertainty and increased market volatility. Our Viaplay subscriber base grew by 60% YoY to 7.64 million, and Group sales were up 30% YoY on an organic basis. The recent direct-to-consumer launches of Viaplay in the US and Canada, and our new Viaplay Select



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partnerships in Canada, Austria, and Germany, have taken our footprint to 33 markets, further reinforcing our position as a leading international entertainment provider and exporter of premium international storytelling (...)'.



2023 Speedway GP opener live on Croatian Free-to-Air Sports channel SPTV

Following an agreement between FIM Speedway global promoter Warner Bros. Discovery Sports and SPTV, Croatian fans can view all the action from Speedway Stadion Milenium as the Speedway GP series gets underway in Croatia for the second straight season.

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.