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What's happening in European Commercial and VOD Broadcasting 22-26 May 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.

- COSMO premieres the award-winning series 'I am'
- Canal HISTORIA premieres 'The Secret Archives of the Vatican', a production that investigates the relationship between Pope Pius XII and Adolf Hitler
- M7 Deutschland to launch SVOD service
- Harry Potter and Fantastic Beasts coming to ITV and ITVX
- <u>UEFA congrats Mediaset as Host Broadcaster for Champions League semi-final</u>
- Paramount Global Rebrands Its International Studios Business With New Focus (Exclusive)
- Sky News launches international audio service to provide non-stop news programming for those on the go
- TF1 Group awarded at the 2023 Media Innovation Strategies Grand Prize
- United Media brings Forbes to the Adriatic region
- Viaplay Group signs new Polish distribution deal with Play
- Clay court clashes commence as Warner Bros. Discovery set to step up game-changing match coverage of Roland-Garros



COSMO premieres the award-winning series 'I am'

On 23 May, COSMO premiered in Spain 'I Am', the acclaimed anthology series. This British fiction comes to COSMO after winning two BAFTA Awards: Best Singles Drama and Best Actress for Kate Winslet, who dedicated the award to her daughter and co-star, Mia Threapleton.



Canal HISTORIA premieres 'The Secret Archives of the Vatican', a production that investigates the relationship between Pope Pius XII and Adolf Hitler

On 6 June, Canal HISTORIA, produced by AMC Networks International Southern Europe, exclusively premieres 'The Secret Archives of the Vatican', a production that reveals the true relationship between Adolf Hitler and Pope Pius XII during World War II and the Holocaust through a set of secret documents that are exposed in this miniseries.



M7 Deutschland to launch SVOD service

Setting up with CANAL+ Group-owned sister company Studiocanal, M7, one of Germany's leading aggregators of TV entertainment, is to offer its customers a subscription video-on-



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demand (SVOD) platform in addition to its current TV channel portfolio. The new service will show content including Studiocanal channels Arthaus+, Allstars and Moviecult which feature high-quality European films and series, exclusive originals as well as US blockbusters.



Harry Potter and Fantastic Beasts coming to ITV and ITVX

ITV and ITVX confirmed the renewal of their deal with Warner Bros. Discovery which grants the channels and streamer the free-to-air TV and streaming (catch-up) rights to the Harry Potter film franchise and the Fantastic Beasts series. This is the first time all eight films in the Harry Potter series will be made available free-to-air and on catch-up in the UK alongside Fantastic Beasts and Where to Find Them and Fantastic Beasts: The Crimes of Grindelwald.



UEFA congratulates Mediaset as Host Broadcaster for Champions League semi-final

UEFA sent an official note to congratulate Mediaset for the important work of coordination and production of the return semi-final of the Champions League. The return semi-final of the Champions League was played in Milan on 16 May and as Host Broadcaster Mediaset produced the event, an exceptional match in terms of the number of broadcasters involved and the amount of systems and technical equipment needed. UEFA thanked Mediaset for the productive and technological commitment put on the field, for the great coordination work with international broadcasters (54) that covered the match and for the team spirit with which every challenge was faced. The match registered an astounding success totalling 34.9% audience share.



<u>Paramount Global Rebrands Its International Studios Business With New Focus</u> (Exclusive)

Led by Maria Kyriacou, president, broadcast & studios, international markets at Paramount Global, the company's studios business outside the U.S. will now be known as Paramount Television International Studios (PTIS). That name replaces the ViacomCBS International Studio (VIS) brand that the company had kept following the 2019 merger of Viacom and CBS.



Sky News launches international audio service to provide non-stop news programming for those on the go

Sky News is now available as an audio service on TuneIn - the world's leading live-streaming audio platform - allowing listeners in the UK, Ireland and in the US, free access to trusted, quality news wherever they are. The partnership means Sky News' award-winning non-stop news coverage is now accessible to audiences when they're not in front of a screen and bolsters Sky News' extensive audio offering that includes podcasts, on-demand news for smart speakers and news content for commercial radio stations.





TF1 Group awarded at the 2023 Media Innovation Strategies Grand Prize

The TF1 Group is proud to be included in the 2023 winners of the Grand Prix Strategies for Media Innovation, which took place at the Théâtre de la Madeleine. On this occasion, the TF1 Group was awarded the EDITOR OF THE YEAR prize by the editorial staff of Strategies. The Group also obtained 8 awards for its innovative initiatives in advertising, editorial, digital and communication.



United Media brings Forbes to the Adriatic region

United Media and Forbes, signed a licencing agreement to launch Forbes editions in Serbia, Croatia, Slovenia, Montenegro and Bosnia & Herzegovina across multiple platforms including digital, audiovisual services, conferences and events.



Viaplay Group signs new Polish distribution deal with Play

Viaplay Group has entered a long-term distribution partnership with Polish telecommunications company Play. Following last year's merger with UPC, Play is now Poland's leading telecommunication operator. With this partnership, the Viaplay streaming service is included as a hard bundle in Play's TV packages. This collaboration marks a significant step for Viaplay in reinforcing its position in the Polish market, as well as for the ongoing development of the local streaming landscape.



<u>Clay court clashes commence as Warner Bros. Discovery set to step up game-changing</u> match coverage of Roland-Garros

Viewers across Europe (excluding France) can soon enjoy non-stop action from Roland-Garros with Warner Bros. Discovery's exclusive and comprehensive coverage of the year's second Grand Slam from Sunday 28 May. Warner Bros. Discovery will show every point from every match on every court at Roland-Garros live and on-demand on Eurosport and discovery+.



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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.