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What's happening in European Commercial and VOD Broadcasting 5-9 June 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 launches El Gourmet, the only streaming service specialised in haute cuisine
- Canal+ launches an offer for young people
- Mediaset celebrates the World Environment Day with a special schedule
- Sky releases the official trailer for 'And Just Like That...' exclusively available from 22 June on Sky Comedy and NOW
- TF1 Group organises the initiative "Mobilization Cancer, All together with researchers "
- Warner Bros. Discovery partners with Renault to launch new creative campaign during Roland-Garros



<u>AMC Networks International launches El Gourmet, the only streaming service specialised</u> in haute cuisine

AMC Networks International Southern Europe launches El Gourmet, the first streaming service in Spain dedicated to haute cuisine. Through exclusive programs in Spain aimed at gastronomy and oenology enthusiasts, El Gourmet approaches the work of the greatest references in contemporary cuisine; dedicates a prominent section to French cuisine; delves into the tradition of the world of wine and champagne; teaches how to make the best cocktails; and shows what the great brands of world gastronomy are like.



Canal+ launches an offer for young people

Canal+ is launching a new offer for people under 26, called "Rat+". For only 19.49 euros per month and without commitment, this offer includes access to Canal+ channels, as well as to the Disney+, Netflix, Apple TV+ and Paramount+ streaming platforms. This offer is accessible on all devices, including TV, mobiles, tablets and computers, thanks to the MyCanal application.



Mediaset celebrates the World Environment Day with a special schedule

To celebrate the World Environment Day, Focus - Mediaset's scientific thematic channel - dedicated its schedule to a special day programming covering nature, biodiversity, beauty, but also fragilities to which the Earth, and mankind's very survival, are exposed. In the prime time Focus broadcast a Mediaset's original production "How is Our Planet?" - A look from above with Luca Parmitano". Parmitano is an astronaut of ESA - European Space Agency, and the first Italian in command of the ISS, during the Expedition 61 mission. In



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daytime, BBC documentaries showed the various habitats of the planet focusing on the actual conditions of mountains, deserts, oceans and great plains.



Sky releases the official trailer for 'And Just Like That...' exclusively available from 22 June on Sky Comedy and NOW

The official trailer for the second series of And Just Like That... has been released by Sky and NOW. The eleven-episode series from executive producer Michael Patrick King, alongside stars and executive producers Sarah Jessica Parker, Cynthia Nixon and Kristin Davis, will debut with two episodes on Thursday 22 June. Following launch, episodes will air weekly on Thursdays exclusively on Sky Comedy and streaming service NOW.



TF1 Group organises the initiative "Mobilization Cancer, All together with researchers"

From 5 to 13 Juen, TF1 Group organises the initiative "Mobilization Cancer, All together with researchers": a special week of calls for donations for the benefit of research against cancer.



Warner Bros. Discovery partners with Renault to launch new creative campaign during Roland-Garros

Warner Bros. Discovery has teamed up with French car manufacturer Renault for an all-encompassing integrated marketing campaign imagined with their media agency OMD France and the sport marketing department of Fuse France to connect tennis fans with their heroes during Roland-Garros. As part of the campaign, which will run throughout the fortnight of the second Grand Slam of the year, Renault – a premium partner of Roland-Garros – will be a key sponsor of Eurosport's coverage of the tournament, enjoying increased visibility on its linear platforms through over 200 spots across Eurosport 1 and Eurosport 2.

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



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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.