

## What's happening in European Commercial and VOD Broadcasting 10-14 July 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 commissions FirstLookTV to make ten-part series #DEAD2ME for Crime+Investigation](#)
- [Media For Europe Advertising - MFE Advertising – presented to the market](#)
- [Paramount+ begins filming of 'The Signal', its first french original drama](#)
- [Sinead O'Connor's award-winning docu-film, Nothing Compares, to broadcast on Sky and NOW from 29 July](#)
- [Disney+ Shares New Trailer for 'Star Wars: Ahsoka'](#)
- [Warner Bros. Discovery delivers production plans for the world's biggest cycling race](#)



### [A+E Networks EMEA commissions FirstLookTV to make ten-part series #DEAD2ME for Crime+Investigation](#)

A+E Networks EMEA has commissioned true crime specialists FirstLookTV to produce a brand-new 10-part documentary series for Crime+Investigation: #DEAD2ME. With testimony from those closest to each case, #DEAD2ME will explore the stories of ten couples from all over Britain whose relationships were borne out of the digital age. While these relationships started promisingly enough, they would all take a turn for the tragic, and in each case a running commentary provided by their digital dialogue and postings reveals how and why.



### [Media For Europe Advertising - MFE Advertising – presented to the market](#)

Media for Europe announced the creation of MFE Advertising, a pan-European project that will coordinate the actions of the sales house Publitalia, Publiespaña and Publieurope to offer unique communication solutions to the market. The new system – as MFE ADV CEO Stefano Sala explained - is based on 3 drivers: the competitive size – more than 180 million audience; the most advanced technology for a compelling viewer experience and an advanced and fully integrated advertising offer; international TV content available on all devices. Pier Silvio Berlusconi, MFE CEO, stated: “With new investments we will be able to set up an unprecedented European advertising system and obtain synergies in Italy, Spain and in other countries that will join the project”.



**Paramount+ begins filming of ‘The Signal’, its first french original drama**

Paramount+ announced the start of filming for its first French original drama, The Signal, produced by Gaumont in association with Paramount Television International Studios. The six-episode series created by François Uzan (Lupin) based on the best-seller by Maxime Chattam (published by Albin Michel) is shooting from June to October in Brittany.



**Sinead O’Connor’s award-winning docu-film, Nothing Compares, to broadcast on Sky and NOW from 29 July**

Sky announced that the SHOWTIME® and IFTA winning documentary, ‘Nothing Compares’ will broadcast exclusively on Sky Documentaries & NOW from 29 July. The critically acclaimed documentary film charts Sinéad O’Connor’s phenomenal rise to worldwide fame and how her iconoclastic personality resulted in her exile from the pop mainstream.



**Disney+ Shares New Trailer for ‘Star Wars: Ahsoka’**

Disney+ released an exciting new trailer for Lucasfilm’s Star Wars: Ahsoka and also announced that the series debut on Wednesday, August 23, will kick off with the first two episodes. Set after the fall of the Empire, Star Wars: Ahsoka follows the former Jedi Knight Ahsoka Tano (Rosario Dawson) as she investigates an emerging threat to a vulnerable galaxy.



**WARNER BROS.  
DISCOVERY**

**Warner Bros. Discovery delivers production plans for the world’s biggest cycling race**

Warner Bros. Discovery Sports Europe presents all the wheel-to-wheel action throughout July with one of the world’s most prestigious bike races returning to the screens of millions of viewers as the Tour de France and Tour de France Femmes avec Zwift gets underway. Every stage of the men’s and women’s race is available to watch throughout Europe on Eurosport with uninterrupted streaming available for subscribers on discovery+\*, the Eurosport App and GCN+.

\*\*\*\*\*

**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.