

PAGE | 1

What's happening in European Commercial and VOD Broadcasting 31 July – 4 August 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 launches new true crime short-form series
- ®Odisea offers the special 'Nature of the world' during the month of August
- Sky Media to join Planet V Trial
- Mediaset España at the forefront of audiovisual groups in digital consumption
- Sky Documentaries announce theatrical and platform release dates for Otto Baxter: Not A F***ing Horror Story and accompanying short film: The Puppet Asylum
- TF1 Group first-half 2023 results
- Handball Bundesliga on Sport Klub starting this season
- Disney+ Shares New Trailer for Marvel Studios' 'Loki' Season 2
- <u>Discovery+ and Eurosport break streaming records for Tour de France coverage</u>



A+E Networks EMEA launches new true crime short-form series

A+E Networks EMEA announced plans to commission a raft of shorter-form, true crime content from UK production companies. These Digital Originals will comprise short-form, mid-form, and podcast true crime content to be aired on the Crime+Investigation digital platforms and the streaming service Crime+Investigation Play.



[®]Odisea offers the special 'Nature of the world' during the month of August

[®]Odisea television channel, from AMC SELEKT, premieres exclusively from 7 August, the special 'Nature of the world', a cycle that covers the five continents, to celebrate the diversity and richness of our planet. In this adventure, each day of the week is dedicated to a continent.



Sky Media to join Planet V Trial

ITV and Sky announced that Sky Media, Sky's advertising sales arm, will join Planet V, ITV's Broadcaster VOD advertising platform, for a trial period. Sky Media, the UK's second largest TV sales house, will use Planet V for its on demand content, with agencies and advertisers expected to be able to plan and buy campaigns on Sky's portfolio of channels using the self-serve platform later this year.

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Mediaset España at the forefront of audiovisual groups in digital consumption

Mediaset España's digital properties keeps growing and reached 13.9M unique users in June 2023, the second best historical data, +39% in the same month of the previous year, according to data from GfK DAM, the official measurement provider of digital consumption in Spain. This outstanding result was achieved thanks to the contribution of Mediaset España's flagship brands, which have experienced remarkable growth in digital traffic last month. Telecinco.es was he most visited webpage with 6.4M unique users, 34% more yearon-year, followed by the digital newspaper NIUS which totalled 4.3M unique users, an historical record since GfK DAM carried out its official measurements. With regard to the average daily audience, Mediaset España registered 1.9M unique users per day with 256M page views, +37% year-on-year and 700M minutes consumed and 33.4M video views.



Sky Documentaries announce theatrical and platform release dates for Otto Baxter: Not A F***ing Horror Story and accompanying short film: The Puppet Asylum

Sky Documentaries are delighted to announce the UK release dates of OTTO BAXTER: NOT A F***ING HORROR STORY and the accompanying short film THE PUPPET ASYLUM. Described as "powerful...revelatory...and endlessly funny" by Screen Daily, the documentary will screen in UK and Irish cinemas from September 1 with select cinemas screening the documentary and short as a double bill. Both will be available on Sky Documentaries and NOW TV from September 23.



TF1 Group first-half 2023 results

TF1 Group publishes its first-half 2023 results: growth in linear audiences, even more marked in non-linear, with a record 30.6 million streamers in May; growth in ROCA Media's margin of 0.4 pt in the second quarter, demonstrating the Group's agility on the cost of programs; launch of an optimization plan targeting more than €40 million in savings from 2025, part of which will be reinvested in the digital acceleration plan; good free cash flow generation in the first half.



Handball Bundesliga on Sport Klub starting this season

United Media and the Handball-Bundesliga signed a multi-year contract on exclusive rights to broadcast matches of the top German handball league on Sport Klub channels in Serbia, Croatia, Slovenia, Bosnia and Herzegovina, Montenegro, and North Macedonia.

PAGE I 3



Disney+ Shares New Trailer for Marvel Studios' 'Loki' Season 2

Disney+ released a brand-new trailer and poster to celebrate the upcoming second season of Marvel Studios' Loki. The first season of Loki is the most watched Marvel Studios series on Disney+, and the second season promises new excitement as it thrusts the infamous God of Mischief into a new set of adventures with the TVA.



Discovery+ and Eurosport break streaming records for Tour de France coverage

Warner Bros. Discovery Sports Europe has reported record streaming audiences for its coverage of the 2023 Tour de France with unique video viewers growing by +12% year-on-year across all platforms. This increase was driven by discovery+ which observed a +36% increase in viewers enjoying live and on-demand coverage of the Tour de France in ten markets*, including Germany and Austria which streamed every stage of the race for the first time in 2023.

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.