

## What's happening in European Commercial and VOD Broadcasting 11-15 September 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 'Beyond Paradise', the spin-off of Death in Paradise](#)
- [HISTORIA reveals the secrets of the city buried by Vesuvius in 'Pompeii: city of splendor and ashes'](#)
- [beIN SPORTS Reveals Record-Breaking Cumulative Viewership of 93.5 Million for FIFA Women's World Cup Australia & New Zealand 2023TM](#)
- [ITV is the new home of The Oscars®](#)
- [Mediaset Espana launched the campaign "Telecinco. Contigo siempre"](#)
- [Sky News Documentaries: Myanmar, The Last Hospital: 30 Days in Myanmar with Stuart Ramsay](#)
- [Viaplay Group and Vodafone Greece enter Viaplay Select content partnership](#)



### [COSMO premieres 'Beyond Paradise', the spin-off of Death in Paradise](#)

On 10 September COSMO premiered 'Beyond Paradise', the long-awaited spin-off of Death in Paradise where Inspector Humphrey Goodman (Kris Marshall) and his fiancée Martha Lloyd (Sally Bretton) start a new life on the Devon coast.



### [HISTORIA reveals the secrets of the city buried by Vesuvius in 'Pompeii: city of splendor and ashes'](#)

HISTORIA from AMC SELEKT, premiered on 12 September the special 'Pompeii: City of Splendor and Ashes'. The cycle tours the ancient city to discover the lives of those who traveled its streets, show the incredible discovery of a Roman ceremonial chariot and analyze what the last days of the city were like before the eruption. The special programming titles are available on demand at AMC SELEKT on the main operators from the day of its release.



### [beIN SPORTS Reveals Record-Breaking Cumulative Viewership of 93.5 Million for FIFA Women's World Cup Australia & New Zealand 2023TM](#)

beIN SPORTS revealed a record-breaking cumulative viewership of 93.5 million for the recent month-long FIFA Women's World Cup Australia and New Zealand 2023TM across the region. beIN SPORTS broadcast all the tournament's 64 games live and exclusive in both Arabic and English, including the final in which Spain beat England in Sydney to be crowned world champions for the first time.



**ITV is the new home of The Oscars®**

ITV announced, as part of a new multi-year deal with Disney Entertainment, that it will be unrolling the red carpet to homes across the UK as the exclusive partner for the 96th Oscars®, which will take place on Sunday, March 10, 2024. The ceremony will broadcast and stream live from the Dolby® Theatre at Ovation Hollywood into living rooms across the UK through ITV1 and ITVM.

**MEDIASETespaña.**



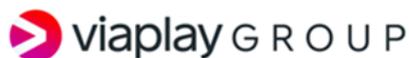
**Mediaset Espana launched the campaign “Telecinco. Contigo siempre”**

Premiered by a spot directed and shot by Alberto and Laura Caballero aired in simulcast on all Mediaset Spain networks (Telecinco, Cuatro, FDF, Boing, Divinity, Energy and Be Mad), the multimedia campaign “Telecinco. Contigo siempre” highlights Telecinco's new programming offer for all types of audiences. Realities, contests, magazines, talent shows, musicals, current affairs programs, information and research, sports, fiction series and the best premiere cinema make up a new grid of varied and plural programming, based on entertainment, information and direct, with the aim of becoming the best company of viewers from morning to night.



**Sky News Documentaries: Myanmar, The Last Hospital: 30 Days in Myanmar with Stuart Ramsay**

In a new Sky News documentary, chief correspondent Stuart Ramsay and his crew take audiences on a month-long undercover mission embedded at the epicentre of Myanmar’s secretive resistance movement. The Last Hospital: 30 Days in Myanmar goes to the heart of a jungle battleground in one of the most closed off countries in the world. Following a two-year campaign to gain access to the rebels, Ramsay’s team provides unprecedented insight into the resilience of the resistance fighters and the hidden horrors they face.



**Viaplay Group and Vodafone Greece enter Viaplay Select content partnership**

Viaplay Group and Vodafone Greece, a leading Greek mobile and fixed operator and content aggregator, have signed a multi-year partnership that brings the Viaplay Select branded content concept to the Vodafone TV service. As of August, Vodafone TV’s 180,000 subscribers in Greece can enjoy hundreds of hours of curated premium series and films in a Viaplay Select branded area. The exclusive agreement extends Viaplay Select’s footprint to 11 European markets and 23 in total worldwide.

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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.