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What's happening in European Commercial and VOD Broadcasting 2-6 October 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 earns accreditaiton as a great place to work certified™ company
- 'TIKTAK Cinema' is born, Canal Holliwood's weekly program about premieres in theaters
- ITV, STV, Sky and INEOS come together to tackle low levels of physical activity in children through national campaign
- Mediaset leads the 2024 Italy's Best Employers
- Pluto TV pits human curation against streaming algorithms in new ad campaign
- Content creators selected for new Sky Sports production fund
- TF1 Group acquires exclusive rights to the 2025 Women's Rugby World Cup
- WSC Sports to Provide Real-Time Localised Content Across Five United Media Markets
- Viaplay Group and Formula 1 agree strategic partnership in the Netherlands
- Disney Celebrates Its 100th Anniversary Throughout October



A+E Networks EMEA earns accreditation as a great place to work certified™ company

A+E Networks EMEA has been officially accredited as a Great Place to Work-Certified™ organization across all its EMEA companies. Using validated employee feedback gathered by Great Place to Work® — the global authority on workplace culture, with its rigorous, data-driven For All™ methodology — the accreditation confirms that out of 92% of employees who took part in this year's survey, 88% have stated they have a consistently positive experience and agree that A+E Networks EMEA is a Great Place To Work.



'TIKTAK Cine' is born, Canal Holliwood's weekly program about premieres in movie theaters

Hollywood Channel, produced by AMC Networks International, creates the program 'TIKTAK Cine', an original space about the upcoming releases in movie theaters. The new program began its broadcasts on 2 October and is broadcast weekly. The new format produced by Canal Hollywood, which this year celebrates its 30th anniversary, explores each week the most notable releases hitting theaters, offering an exclusive look at the stories, actors and directors that make cinema an unforgettable experience.

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ITV, STV, Sky and INEOS come together to tackle low levels of physical activity in children through national campaign

ITV, STV, Sky and INEOS have joined forces to tackle low levels of physical activity in children across the UK. Backing a national TV campaign they are encouraging schools to sign up to The Daily Mile, to give more children a healthy start in life and support improved attainment in class.



Mediaset leads the 2024 Italy's Best Employers

A web survey ranks Mediaset best employer in the Mass Media and Communication, Information and Culture sector. The 2024 edition, published by Corriere.it, was developed by Statista - the number one world business platform in processing market and consumer data studies – based on the replies received from approximately 22,500 workers, belonging to over 4,500 Italian companies with more than 250 employees and around 20 different sectors. Out of 10 points, Mediaset totalled a significant 8.51.



Pluto TV pits human curation against streaming algorithms in new ad campaign

Pluto TV wants viewers that not only does it offer free ad-supported streaming — but it's curated by humans, too. The Paramount-owned service pushes back against the recommendation algorithm used by Netflix and other major streamers in a new ad campaign that insists humans do a better job of picking what you want to watch.



Content creators selected for new Sky Sports production fund

Sky Sports announced partnerships with ten content creators selected for the New Focus Fund, a brand-new project launched through a selection process in July, designed to uncover fresh talent in sports content creation. The successful finalists are Beno Obano; Damilola Oluokun; Danielle Sellwood; Geoff Small; Michael Gunning; Mordecai Attoh; Nelson Adeosun in a creative team featuring Love Island star Priscilla Anyabu; Niambi Bridge; Simone Heineck and Tomi Oladigbolu. The New Focus Fund has been established to unlock opportunities in sports production for a wider talent pool and bring new perspectives to storytelling across Sky Sports' channels.



TF1 Group acquires exclusive rights to the 2025 Women's Rugby World Cup

Following the screening on TF1 of the 2021 tournament (held in 2022), at which the French team took third place, TF1 Group continues to promote the visibility of women's rugby by acquiring the broadcasting rights to the next Women's Rugby World Cup. The 10th Women's Rugby World Cup, expanded to 16 teams for the first time, will take place in the



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home of rugby, and will include matches at the legendary Twickenham Stadium in London, the hallowed ground of English rugby.



WSC Sports to Provide Real-Time Localised Content Across Five United Media Markets

United Media, leading media company in South Eastern Europe has entered a strategic partnership with WSC Sports, the global leader in Al-driven sports video technology. United Media will utilise WSC Sports' award-winning Al-driven platform to maximise its content production and monetization capabilities across five of the Group's core markets: Greece, Bulgaria, Serbia, Croatia and Slovenia.



Viaplay Group and Formula 1 agree strategic partnership in the Netherlands

Viaplay Group and Formula 1 have entered a strategic partnership in the Netherlands that will see Viaplay customers able to access F1 TV Pro as part of their Viaplay subscriptions, alongside Viaplay's world-class Formula 1 coverage and full live sports line-up including Premier League football, PDC darts and more. The agreement, which covers the 2024 FIA Formula 1 season, reinforces Viaplay's leadership position as the Dutch home of the world's biggest and most popular live sports - and will offer fans of the pinnacle of motorsport even more ways to follow reigning World Drivers' Champion and home hero Max Verstappen. F1 TV Pro will also remain available in the Netherlands as a stand-alone product.



Disney Celebrates Its 100th Anniversary Throughout October

This October is a special one for The Walt Disney Company as it commemorates its 100th anniversary on Monday, October 16. During this centennial celebration, Disney will have special activations, tie-ins, and moments that will highlight what has made this company so special to so many over the last 100 years. For example, Disney+ will be decked out with a logo acknowledging the 100th anniversary as well as a special collection of films and series from throughout the decades.

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



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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.