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What's happening in European Commercial and VOD Broadcasting 9-13 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 launches HISTORY Play and Crime+ Investigation Play on YouTube Primetime Channels
- The streaming platform Historia y Actualidad delves into the conflict between Israel and Palestine in 'Guerras secretas al descubierto'
- ITV ushers in a new era of addressable TV advertising
- Mediaset Infinity launched Digital Live HeadEnd
- Paramount+ reveals first look at The Serial Killer's Wife
- Sky Kids aims to inspire children and families to protect the planet with new documentary Save Our Wildlife and series 3 of Obki
- ATP tour moves to TV4 and TV4 Play
- <u>'Loki' Season 2 is the Second Most Viewed Season Premiere on Disney+ This Year with</u> 10.9 Million Views After Three Days



A+E Networks EMEA launches HISTORY Play and Crime+ Investigation Play on YouTube Primetime Channels

A+E Networks EMEA's streaming services Crime+Investigation Play and HISTORY Play launched on YouTube Primetime Channels this week in the UK. The streaming services join Primetime Channels as part of the launch line-up after a successful debut in Germany in June.



The streaming platform Historia y Actualidad delves into the conflict between Israel and Palestine in 'Guerras secretas al descubierto'

On 12 October, the streaming platform Historia y Actualidad exclusively premiered 'Guerras secretas al descubierto'. This documentary series consists of 10 one-hour episodes (two new episodes every Thursday) and reveals some of the most controversial and important military operations from World War II to the present day.



ITV ushers in a new era of addressable TV advertising

ITV announced the launch of linear addressable advertising across ITV2, ITV3, ITV4 and ITVBe in YouView homes, opening up addressable targeting for advertisers in live broadcast viewing across 1.3 million households. The announcement follows a successful beta trial of



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the ad-replacement technology over the last 12 months, during which more than 30m addressable ads were deployed, powered by insights from ITV's registered user data.



Mediaset Infinity launched Digital Live HeadEnd

With the Champions League new season kick-off, Mediaset Infinity strengthens its offer with the launch of a new streaming system, Digital Live HeadEnd. Completed last September, Digital Live HeadEnd is the new distribution infrastructure for content online which allows for a high-quality immersive viewing experience. This innovative system is based on an architecture enabling a greater guarantee of stability and business continuity, as well as a better quality of the images and definition of details even for users with limited internet bandwidth. Thanks to the deployment of the best available technologies, the viewing experience is now more and more immersive and engaging, especially for sports and cinema content.



Paramount+ reveals first look at The Serial Killer's Wife

Paramount+ has released a series of teaser images, giving the first glimpse of Annabel Scholey, Jack Farthing and Luke Treadaway in their lead roles in new original UK drama series The Serial Killer's Wife. UK Original four-part series The Serial Killer's Wife is coming soon exclusively to Paramount+.



Sky Kids aims to inspire children and families to protect the planet with new documentary Save Our Wildlife and series 3 of Obki

A Sky brand-new documentary Save Our Wildlife hit Sky Kids platforms on 9 October. The show will also air on Sky News on 2 and 3 December whilst COP 28 takes place. This one-off special in partnership with Sky Zero sees eight-year-old conservationist Aneeshwar Kunchala and five friends from around the world focus on the threats facing six iconic species. From elephants to Bengal tigers, green sea turtles to majestic Monarch butterflies, young viewers will find out why the populations are in decline and what can be done to save them.



ATP tour moves to TV4 and TV4 Play

TV4 strengthens the sports portfolio. The ATP 250, 500 and 1000, including the ATP Finals, have been acquired as of 2024, meaning the world's best tennis will be broadcast on TV4's sports channels and streamed on TV4 Play going forward.



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'Loki' Season 2 is the Second Most Viewed Season Premiere on Disney+ This Year with 10.9 Million Views After Three Days

After a hit first season that brought viewers deep into the twisty world of the Time Variance Authority, Loki returned last week with a brand-new season on Disney+. The premiere of the second season of Loki is the second most viewed season premiere on Disney+ in 2023. Loki—which stars Tom Hiddleston as the sly God of Mischief—notched 10.9 million views globally after three days streaming on Disney+.

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.