

What's happening in European Commercial and VOD Broadcasting 16-20 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

- [Maxime Saada receives the Variety Vanguard Award](#)
- [ITV Studios announces new global FAST channels](#)
- [Over one million subscribers to Tgcom24's WhatsApp channel](#)
- [Bob Bakish Receives Personality of the Year Award at Mipcom](#)
- [Sky Ireland and Virgin Media Ireland Announce Landmark Wholesale Deal](#)
- [TV4 and Disney+ join forces for advertising sales in Sweden](#)
- [Here's How a Four-Page Contract Started The Walt Disney Company](#)
- [Immersive UCI Track Champions League coverage set to kickstart athletes' Olympic journeys](#)



[Maxime Saada receives the Variety Vanguard Award](#)

Maxime Saada, CEO of CANAL+ Group, received in Cannes the Variety Vanguard Award 2023. This award recognizes television industry leaders who have made a significant impact on the global entertainment sector.



[ITV Studios announces new global FAST channels](#)

ITV Studios announced new FAST channels across the globe as it continues to evolve its distribution strategy, building a suite of owned and operated channel propositions across the FAST and social space and creating new homes for its award-winning scripted and non-scripted content. The business' 15 FAST channels are now available globally across 16 territories with the ITV Studios team programming over 3,500 hours of its scripted and non-scripted content to audiences across three continents.



[Over one million subscribers to Tgcom24's WhatsApp channel](#)

Mediaset's all-news service Tgcom is the most followed in Italy with more than one million subscribers. More and more users have registered to Tgcom24's services through this simple and immediate tool, which enables to read Tgcom24 news, such as articles, videos, photo galleries and infographics and a selection of the day's news for free on smartphones and other devices. An editorial team will publish updates for all users who have chosen to receive messages, such as photos, videos, stickers or surveys. For the sake of privacy, the

channel administrator's phone number and profile will not be shared with subscribers and vice versa. Tgcom's WhatsApp channel messages will only be stored for 30 days before being deleted.



Bob Bakish Receives Personality of the Year Award at Mipcom

Paramount Global president and CEO Bob Bakish was named Personality of the Year on the second day of Mipcom in Cannes. After collecting his award on the Palais Des Festival Grand Auditorium stage, Bakish delivered a Media Mastermind Keynote in which he discussed the state of the company's streaming business and the critical importance of content licensing to the firm's business model.



Sky Ireland and Virgin Media Ireland Announce Landmark Wholesale Deal

Sky Ireland and Virgin Media Ireland announced a wholesale network access deal, that will significantly enhance broadband services available to Sky Ireland customers, across the country. Through the partnership, Sky Ireland will supercharge its broadband experience and provide even more options to Irish consumers, utilising the infrastructure of Virgin Media Ireland's superfast fibre broadband network.



TV4 and Disney+ join forces for advertising sales in Sweden

TV4 and The Walt Disney Company Nordic will start an advertising collaboration from 1 November. It is happening in connection with Disney+ launching the subscription option "Standard with advertising" in Sweden and means that TV4 will become the exclusive reseller of advertising inventory for Disney+ in the Swedish market.



Here's How a Four-Page Contract Started The Walt Disney Company

On 16 October, The Walt Disney Company celebrated a momentous milestone: its 100th anniversary. Over the last century, Disney has created magical moments, iconic stories, and a media kingdom that has helped grant wishes both large and small. "The Walt Disney Company officially began on October 16, 1923, when Walt Disney signed a very simple contract in his uncle's Hollywood home," Rebecca Cline, director of the Walt Disney Archives, said. "With this agreement Walt and Roy Disney were able to produce and distribute a series of silent cartoons, the Alice Comedies. This opened a door to the development and production of 100 years of Disney magic that has enchanted the whole world."



**WARNER BROS.
DISCOVERY**

Immersive UCI Track Champions League coverage set to kickstart athletes' Olympic journeys

Immersive and customisable streaming experiences on discovery+, the Eurosport App and GCN+ will define coverage of the most demanding test in track cycling as the UCI Track Champions League returns for its third season this weekend. Fans will be able to be the directors of their own experience and choose their selection of live feeds throughout each race with 20 cameras including Spidercams, five on-board rider cameras, two behind-the-scenes and trackside cameras taking viewers to place they couldn't ordinarily access.

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.