PAGE | 1

What's happening in European Commercial and VOD Broadcasting 23-27 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

- ACT extremely concerned by irresponsible IMCO vote, calls on MEPs to intervene in Plenary to avoid undermining European audiovisual value chain
- <u>Joint statement on network fees ahead of the informal meeting of EU</u> Telecommunication Ministers
- Odisea exclusively premieres 'Vivant', the tribute to nature by award-winning director and photographer Yann Arthus-Bertrand
- New six-part horse racing docuseries to air on ITV1 in 2024
- Mediaset shines a pink light on breast cancer awareness month
- How Paramount Wants to Be a "Model for the Industry" on Inclusion
- Serie A 2024/2029: SKY acquires 3 matches for each round and highlights of all 380 matches
- Nova TV from Croatia in the finals for the prestigious world award for excellence in marketing and design Promax Global Excellence
- Winter sports take over with wall-to-wall World Cup coverage on Discovery+ and Eurosport



ACT extremely concerned by irresponsible IMCO vote, calls on MEPs to intervene in Plenary to avoid undermining European audiovisual value chain

ACT deplores the vote that took place this week in the European Parliament's IMCO Committee. Contractual freedom and territorial exclusivity are at the heart of how the audiovisual industry finances itself. The entire set of audiovisual actors in Europe, small and large, public and private, national or pan-European acknowledge that these are fundamental pillars for the sector's sustainability.



Joint statement on network fees ahead of the informal meeting of EU Telecommunication Ministers

Ahead of the discussion on the future of telecommunications at the Informal Telecommunications Council on 23-24 October, the undersigned organisations wish to reaffirm their collective concern about the direction of ongoing discussions in the EU telecoms sector. In particular, we are concerned about any potential follow-up to



PAGE 12

continued calls by large telecom companies to reduce competition and introduce regulation imposing payment or negotiation obligations from content and application providers (CAPs) to telcos.



Odisea exclusively premieres 'Vivant', the tribute to nature by award-winning director and photographer Yann Arthus-Bertrand

On 18 November, the television channel Odisea, from AMC SELEKT, exclusively premieres the documentary film 'Vivant', a fascinating ode to biodiversity and nature that brings together the work of 200 naturalists on various landscapes throughout France. Directed by director and award-winning photographer Yann Arthus-Bertrand, known for his commitment to environmental protection, it invites you to discover the interconnected living species of which we humans are a part.



New six-part horse racing docuseries to air on ITV1 in 2024

New six-part horse racing docuseries to air on ITV1 in 2024. The series will tell the stories of lives, journeys, and adventures – both human and equine – which make horse racing so dramatic and compelling, as well as focus on the high levels of welfare applied to racehorses and jockeys. It will showcase the very best horse racing has to offer to a wider and broader audience and get behind the scenes of the sport like never before.



Mediaset shines a pink light on breast cancer awareness month

Mediaset continues to support cancer prevention awareness with a dedicated campaign "Prenditi un momento: fai prevenzione". For the fifth consecutive year, Mediaset's 98-meter-high tower will be lit in pink for an entire week to raise awareness on prevention and timely screening of breast cancer. This year's campaign includes a 30" spot broadcast on all Mediaset networks and editorial programmes on the Group's TV and radio channels. Dedicated multimedia content is also features on the OTT services Mediaset Play and Tgcom24 online platforms. The campaign pivots on a young woman's day, highlighting some routine moments full of love and magic. Prevention delicately sneaks into the narrative and shows how simple breast self-exam is: it should become part of the small daily care gestures - a fundamental first step all women can easily take at home. This campaign is part of the social awareness activities "Mediaset cares about the future".



How Paramount Wants to Be a "Model for the Industry" on Inclusion

Antisemitism, the cultural impact of Hip Hop, "thriving in the workplace with visible and invisible disabilities," the staying power and international success of the Drag Race franchise and how to ensure authentic Asian American representation in children's media are just some of the topics in the spotlight during Paramount Global's 5th annual global Inclusion Week.

PAGE I 3



Serie A 2024/2029: SKY acquires 3 matches for each round and highlights of all 380 matches

Sky Italia has acquired the co-exclusive rights to 3 matches per match day for a total of 114 Serie A games in the 2024/2029 seasons. The package also includes highlights of all 380 matches, archive rights for the current seasons, and exclusive rights to all Serie A matches for bars, hotels and other public venues.



Nova TV from Croatia in the finals for the prestigious world award for excellence in marketing and design – Promax Global Excellence

The excellence of Nova TV was once again recognized at the world level, once again in the category of marketing communications. After the European finals of the prestigious Promax award, the promo videos for the Nova TV's Dnevnik campaign are finalists of the Promax Global Excellence Award, where they compete for the title of the best at the global level.



Winter sports take over with wall-to-wall World Cup coverage on Discovery+ and Eurosport

Winter is coming and fans are braced for new champions to claim their World Cup thrones with every moment of the season shown on discovery+ and Eurosport as winter sports take over. The action begins in earnest with the FIS Alpine Ski World Cup from Soelden, Austria on 28 October and sparks the start of 600 live races and figure skating events comprising 1,100 hours across the season.

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.