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# What's happening in European Commercial and VOD Broadcasting 13-17 November 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

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- Canal+ goes direct-to-consumer on the Netherlands
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- Good news for Mediaset advertising revenues in Italy
- Paramount+ Teams With Microsoft to Roll Out on Xbox Consoles Across International Markets, Including U.K., France, Latin America and Australia
- ProsiebenSat.1 achieves adjusted Ebidta plus in the third quarter of 2023 despite difficult market environment
- PGA of America and Sky Sports Announce Three-Year Broadcast Rights Extension
- Rodolphe Belmer: "TF1+ will be the first French free streaming platform"
- 'Loki' ends twisty second season with strong numbers for Marvel and Disney+



Canal HISTORIA discovers the lesser-known aspects of Franco's dictatorship in a special program on the occasion of 20-N

On 20 November, Canal HISTORIA, from AMC SELEKT, broadcasts programming that sheds light on different aspects of Francisco Franco 's dictatorship. The special, composed of 'Assassinating Franco: the resistance against a dictator ' (8:55 p.m.) and 'Franco: the whole truth ' (10:00 p.m.), delves into and examines one of the darkest stages in the history of Spain and discover the lesser-known details of this period. After their broadcast on the linear channel, both productions will be available on demand on AMC SELEKT.



### Canal+ goes direct-to-consumer in the Netherlands

The Canal+ brand is back in the Dutch market after the Vivendi-owned paybox announced plans for a new direct-to-consumer service. The new app-based platform is launching for iOS and Android devices, as well as the VodafoneZiggo cablenet.



### Celebrity Big Brother returns in 2024

ITV announces that a brand-new series of Celebrity Big Brother is coming to ITV1, STV, ITVX and STV Player in 2024. Produced by Initial (part of Banijay UK), the global television phenomenon - Big Brother - launched on its new home this autumn with 3.6m viewers across ITV1, STV ITV2 and ITVX in a disruptive multi-channel takeover. Now, following the



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success of the debut series, a star-studded celebrity edition will air on ITV1 and STV next year.



#### Good news for Mediaset advertising revenues in Italy

Last October Mediaset, part of MFE-MEDIAFOREUROPE, recorded a significant TV advertising revenue growth, totalling + 8.0% year on year. Furthermore, based on data currently available, November is expected to confirm the positive trend. These data were presented by Stefano Sala, Publitalia '80 CEO: "MFE keeps looking around for growth solutions. International expansion is an integral element of our strategy. In the last 4 years there would have been all the factors to foresee a significant drop, if not a collapse, in advertising investments. Instead, the advertising market in Italy has remained, broadly speaking, at the levels of 2019. And even in 2023 we will have a stable or, more likely, slightly growing market".



### Paramount+ Teams With Microsoft to Roll Out on Xbox Consoles Across International Markets, Including U.K., France, Latin America and Australia

aramount+ has signed a partnership with Microsoft for the streaming service to be available on Xbox One and Xbox Series X/S across several international markets. Under the deal, Paramount+ will roll out on Xbox consoles in Australia, Austria, Canada, France, Germany, Ireland, Italy, Latin America (including Brazil), Switzerland and the U.K. The offer will include blockblusters, new originals, exclusive series, hit shows and kids favorites.



## <u>ProsiebenSat.1 achieves adjusted Ebidta plus in the third quarter of 2023 despite difficult market environment</u>

Group revenues of ProSiebenSat.1 slightly decreases in the third quarter of 2023 and amounted to EUR 888 million (previous year: EUR 911 million). This decline of 3% is due to the continuing weak economy and the associated cautious approach to advertising budgets. By contrast, advertising revenues from digital entertainment offerings in the German-speaking region (Germany, Austria, Switzerland), such as the streaming platform Joyn, grew dynamically.



### PGA of America and Sky Sports Announce Three-Year Broadcast Rights Extension

The PGA of America and Sky Sports today announced a three- year extension of their broadcast partnership, solidifying continued live coverage of the PGA Championship and KitchenAid Senior PGA Championship throughout the United Kingdom and Ireland. Sky Sports viewers will continue to have access to comprehensive and in-depth coverage of the PGA Championship and KitchenAid Senior PGA Championship.

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### Rodolphe Belmer: "TF1+ will be the first French free streaming platform"

Rodolphe Belmer, CEO of the TF1 Group, reveals the outlines of the TF1+ platform intended for families, available on boxes and connected televisions on 8 January 2024. TF1 Groupe CEO, in an interview with Le Figaro, details his strategy and the launch of the free TF1+ video streaming platform.



### 'Loki' ends twisty second season with strong numbers for Marvel and Disney+

After a second season filled with ups and downs, backwards and forwards and time shifting galore, the second season of Loki ended with a bang for Marvel Studios and Disney+. The finale of Loki season 2 nabbed 11.2 million global views on Disney+ in its first three days — an increase from the premiere episode. The finale— which stars Tom Hiddleston as the God of Mischief—was the second most viewed season finale on Disney+ this year.

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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.