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What's happening in European Commercial and VOD Broadcasting 20-24 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

- World TV Day 2023 Global TV champions accessibility
- Media sector's joint letter on article 21 of the European Media Freedom Act
- Canal+ Group acquires the rights to the WTA circuit in the Czech Republic and Slovakia
- ITV Launches BE Studio to Produce Advertiser Funded Entertainment
- <u>Mediaset launches a social campaign for the International Day for the Elimination of</u> <u>Violence Against Women</u>
- <u>TED The TV prequel to hit film franchise TED is set to premiere exclusively on Sky Max</u> and NOW early next year
- Employment and disability: the TF1 Group is committed to DuoDay 2023
- Happy Birthday to Mickey—the Mouse Who Started It All



World TV Day 2023 – Global TV champions accessibility

On 21 November, TV companies around the globe celebrate World TV Day to remind us all of the power of TV. As part of the annual United Nations initiative, <u>a 30-second spot</u> will be broadcast on TV and shared online to mark the occasion. The focus of the 27th edition of World TV Day is *accessibility* and TV's commitment to being accessible to all.



Media sector's joint letter on article 21 of the European Media Freedom Act

Together, the signatories of this letter represent the breadth of Europe's commercial media sector. We are writing to underline one of our priorities ahead of trilogue negotiations on the European Media Freedom Act (EMFA): the full and explicit inclusion of very large online platforms and search engines in the scope of Article 21 and 22 on market concentrations affecting media pluralism.





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Canal+ Group acquires the rights to the WTA circuit in the Czech Republic and Slovakia

Canal+ Group and the Women's Tennis Association (WTA) announced the exclusive broadcast of the Hologic WTA Tour on Canal+ channels in the Czech Republic and Slovakia. From January 2024, and for five seasons through 2028, Canal+ will offer WTA tournaments in each season from January to November, including the WTA 1000s, the WTA 500s, various WTA 250s and the WTA Finals to its Canal+ subscribers via satellite or OTT offers, including the group's streaming offer launched at the end of April 2023.

itv

ITV Launches BE Studio to Produce Advertiser Funded Entertainment

Announced at the Palooza, ITV unveiled the launch of BE Studio - a full service creative studio to produce Ad Funded Entertainment (AFE). BE Studio will help brands build emotional connections with ITV's audience through the co-creation of entirely new formats.

Mediaset launches a social campaign for the International Day for the Elimination of Violence Against Women

On the International Day for the Elimination of Violence Against Women, celebrated on 25 November, Mediaset launched its new multimedia campaign in support of victims "If these walls could talk" available on TV, radio, web and social media. The campaign focus is on the places where crimes are committed, inviting victims and witnesses of violence to report the dangers and ask for help contacting 1522, the anti-violence and stalking toll-free number active 24 hours a day. Airing from 23 to 26 November, the three spots highlight a theme dramatically at the center of the news these days, starting from the places where many, too many crimes are committed. Since the beginning of the year, over one hundred women have been murdered, mostly at the hands of a family member or ex-partner. Furthermore, this year Mediaset's communication campaign gave voice and visibility to artistic projects that explore the emergency of gender violence, all created by Italian photographers.

TED – The TV prequel to hit film franchise TED – is set to premiere exclusively on Sky Max and NOW early next year

Following the huge success of the global hit film franchise, Ted, Sky has revealed that the bear is taking over the small screen in a 7-episode prequel series, available exclusively in the UK and Ireland on Sky Max, early next year.



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Employment and disability: TF1 Group is committed to DuoDay 2023

As part of the 27th European Week for the Employment of People with Disabilities (SEEPH) from Monday 20 to Sunday 26 November, TF1 Group is a partner of the national awareness day #DuoDay2023 and reaffirms its commitment to the employment of people with disability situation through multiple initiatives.



Happy Birthday to Mickey—the Mouse Who Started It All

To celebrate Mickey Mouse's birthday after 95 years of magic, The Walt Disney Company is sharing a commemorative look at the "True Original" in a brand spot that showcases his iconic roles, enduring legacy, and connection to fans around the world. On Disney+, fans can celebrate Mickey's birthday by watching a collection films and series starring the mouse who started it all, including recently remastered Archive Shorts, Mickey Mouse Funhouse episodes, and Me & Mickey shorts newly released to the platform.

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.