

## What's happening in European Commercial and VOD Broadcasting 22-26 January 2024

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 welcomes EMFA Inter-institutional agreement](#)
- [CANAL+ Group to finalise acquisition of OCS and Orange Studio](#)
- [ITV1 and ITVX confirms full roster of UK exclusives Oscars® 2024 programming](#)
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### [ACT welcomes EMFA Inter-institutional agreement](#)

The Association of Commercial Television and Video on Demand Services in Europe welcomes the agreement on the European Media Freedom Act endorsed by Member States. We congratulate negotiators in the European Parliament, European Commission and Council of the European Union for coming to a hard-won outcome.



### [CANAL+ Group to finalise acquisition of OCS and Orange Studio](#)

CANAL+ Group is delighted to be able to finalize the acquisition of the OCS payTV bouquet and the Orange Studio film and series co-production subsidiary from its long-standing partner Orange, following approval from the French Competition Authority. The latter authorized the transaction after a detailed analysis of its effects on the market and made it subject to compliance with several commitments by the CANAL+ Group.



### [ITV1 and ITVX confirms full roster of UK exclusives Oscars® 2024 programming](#)

For the first time in almost two decades, UK viewers can experience the glitz and the glamour of the Oscars® completely free and exclusively on ITV1 and ITVX with a raft of programming to celebrate the highly anticipated awards. On the grand night itself, Sunday 10th March, at 10.30pm viewers can join Jonathan Ross live on ITV1 and ITVX for The Oscars as he hosts the ultimate Oscars party with a special show bringing all of Hollywood's action to UK viewers (all ITV1 content will be available on STV and STV Player), where he'll be joined by a panel of movie-loving stars and special guests.



### **"Long live memory" - Mediaset's initiatives for the International Holocaust Remembrance Day**

On 15 January, Mediaset launched the multimedia campaign "Viva la Memoria" to remember the thousands of Italian deportees in the Nazi lagers through video-testimonies. Broadcast on television, radio and Mediaset's social and web properties, the goal of 2024 initiative is to collect and disseminate these stories to a large audience and restore the devastating impact that those events have had on the lives of many families, so similar to ours. The recorded testimonies and materials made up a real video-wall of memory, witnessing of Mediaset's commitment on this subject. Information is key against indifference: when the direct protagonists of the stories can no longer tell them, their families receive the handover of memory and the recipients become in turn custodians.



### **The R&A and Sky Sports extend agreement through 2028**

The R&A and Sky Sports have extended their partnership for the award-winning live coverage of The Open, AIG Women's Open, and elite amateur events through 2028. The announcement continues a partnership which started in 2016 when The R&A's professional and amateur championships first featured as part of Sky Sports' comprehensive coverage of live golf, which includes the men's and women's major championships and tour events from around the world.



### **WARNER BROS. DISCOVERY**

### **WBD Sports Europe drives record fan engagement on discovery+ and its digital platforms during the Australian Open 2024**

Warner Bros. Discovery (WBD) Sports Europe announces record breaking digital audiences for its coverage of the Australian Open following week one of the tournament and is celebrating its biggest ever digital audience at the halfway stage. On discovery+, which provides exclusive streaming coverage of the tournament in ten markets in Europe, audiences have grown by +13% overall after eight days of competition (compared to 2023) with minutes watched rising by +17%.



### **Disney Entertainment Wins 37 Primetime Emmy Awards**

Disney Entertainment proudly announces 37 Primetime Emmy® Awards across its content brands, studios, and platforms, including ABC, Disney Branded Television, Disney+, Disney Television Studios (20th Television Animation, 20th Television, and ABC Signature), FX, FX Productions, Hulu, National Geographic, Onyx Collective, and The Walt Disney Studios (20th Century Studios, Lucasfilm Ltd., and Marvel Studios).

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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.