PAGE | 1

What's happening in European Commercial and VOD Broadcasting 29 January – 2 February 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

- AMC+ releases official poster and new trailer for its original series 'The Walking Dead:
 The ones who live'
- Deal or No Deal returns to ITV1 and ITVX
- Medset's Primadonna awarded in France
- Academy Award® and BAFTA winning actor Colin Firth to star in Sky & Peacock Original limited series Lockerbie
- Warner Bros. Discovery launches new Olympic programming slate on the road to Paris 2024
- The Walt Disney Company Earns 20 Oscar® Nominations



AMC+ releases official poster and new trailer for its original series 'The Walking Dead: The ones who live'

AMC+ reveals the official poster and a new trailer for its original series 'The Walking Dead: The Ones Who Live', which will premiere exclusively in Spain on February 26, one day after the United States. Long-awaited spin-off from The Walking Dead Universe, the series brings together Andrew Lincoln and Danai Gurira, who bring to life the characters of Rick Grimes and Michonne, very beloved among fans.



Deal or No Deal returns to ITV1 and ITVX

The successful launch of Deal or No Deal saw the critically acclaimed series reach close to a staggering 14 million viewers (13.7m) across all devices. The series has been streamed 5 million times. Deal or No Deal was up +38% on the slot average. ITV has recommissioned the iconic TV show Deal Or No Deal with host Stephen Mulhern back at the helm, as a new batch of contestants prepare to go head to head with the notorious Banker.



Medset's Primadonna awarded in France

Co-produced by Medset Film, Marta Savina's film "Primadonna" received the Audience Award at the Festival de Villerupt, an important event dedicated to Italian cinema in France, while the main character Claudia Gusmano's performance deserved a special mention from the Critics' Jury. The movie has just been released in France. "Primadonna" is story of Lia Crimi, a strong and courageous woman who was the first to refuse a shotgun wedding in Sicily in 1966, a revolutionary choice that contributed to changing laws and customs in Italy. Medset Film was founded in August 2016 by Mediaset's subsidiary Taodue with the aim of introducing to the public across the Alps the most successful Italian films.



Academy Award® and BAFTA winning actor Colin Firth to star in Sky & Peacock Original limited series Lockerbie

Academy Award®, BAFTA, Golden Globe and SAG Award-winning actor Colin Firth (The King's Speech, A Single Man, The Staircase) will star in the upcoming Sky and Peacock Original limited event series Lockerbie. Firth will portray Dr Jim Swire, who tragically lost his beloved daughter, Flora, in the devastating event and has doggedly pursued justice, along with his wife Jane, ever since.



Warner Bros. Discovery launches new Olympic programming slate on the road to Paris 2024

Warner Bros. Discovery (WBD) Sports Europe announced a raft of new athlete-led content, programming and exclusive documentaries to excite Olympic fans and to celebrate the athletes preparing for glory in Paris this summer. Leading the way is Chasing Glory, WBD's exclusive new seven-part fly on the wall series that chronicles the pursuit of gold by six of the world's most recognisable athletes in the year leading up to Paris 2024. From World Record holders and global superstars to aspiring young medal prospects and cultural icons, each athlete represents an eclectic diaspora of sports as the Olympics continues to modernise and embrace change.



The Walt Disney Company Earns 20 Oscar® Nominations

Nominations for the 96th Oscars® were, with films from across The Walt Disney Company combining to earn 20 Academy Award® nominations. Congratulations to the teams at Walt Disney Studios, including 20th Century Studios, Lucasfilm Ltd., Marvel Studios, Pixar Animation Studios, and Searchlight Pictures, as well as Disney Branded Television, Disney+, Hulu, and National Geographic Documentary Films.

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



PAGE | 3

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.