

What's happening in European Commercial and VOD Broadcasting 5-9 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

- [ITV Studios teams up with Skoon Energy to help it achieve Net-Zero](#)
- [MFE secures exclusive free TV rights for Amazon Originals films in Italy and Spain](#)
- [Sky Sports to launch first ever dedicated tennis channel in the UK & Ireland](#)
- [Newen Studios establishes Spark Studios and continues its international expansion with the acquisition of a stake in the German production company Dog Haus](#)
- [Biggest ever audience for Eurosport and Discovery+ in Italy as Australian Open drives 30% growth in streaming across Europe](#)



[ITV Studios teams up with Skoon Energy to help it achieve Net-Zero](#)

ITV Studios has joined forces with Dutch-based Skoon Energy, the leading AI-powered software platform for clean mobile energy, to help deliver its Net Zero plans globally. Skoon Energy has previously supported some of ITV Studios' most iconic sets including the Dutch and French editions of the hit-dating show Love Island, filmed in Gran Canaria, which in 2022, switched to being powered by a battery hybrid solution in a move away from diesel generators.



[MFE secures exclusive free TV rights for Amazon Originals films in Italy and Spain](#)

Following the integration of MGM into the Amazon group, Mediaset secured the broadcasting rights of a package of Amazon Originals films that debuted on the platform during the pandemic period. The agreement, in place for the Italian and Spanish markets, includes four titles which will be distributed in the second window on MFE's networks in 2024: "The Prince Seeks a Son" - sequel to the cult "The Prince Seeks a Wife", with Eddie Murphy; "Without remorse" - action based on Tom Clancy and directed by the Italian talent Stefano Sollima with Michael B. Jordan; "Tomorrow's War" - two hundred million dollar sci-fi blockbuster with Chris Pratt; "The Bar of Great Expectations" - touching drama directed by George Clooney with Ben Affleck. For Spain, the agreement also includes a large package of recent and classic films from the MGM library, including the "The Hobbit" and "Rocky" sagas and masterpieces such as "Thelma & Louise", "Fargo" and "The Silence of the lambs".



[Sky Sports to launch first ever dedicated tennis channel in the UK & Ireland](#)

Sky Sports confirms a new home for tennis in the UK & Ireland, with Sky Sports Tennis set to launch on Sky and NOW from 11 February 2024, making tennis content available all day, every day for fans. Sky Sports will broadcast more live tennis than anywhere else, bringing

over 4,000 matches from more than 80 tournaments a year on the ATP & WTA Tours, as well as full coverage of the US Open, all exclusively live.



Newen Studios establishes Spark Studios and continues its international expansion with the acquisition of a stake in the German production company Dog Haus

Newen Studios, one of Europe's leading audiovisual production and distribution companies, has established SPARK STUDIOS with FLARE FILM's CEO Martin Heisler and Eva Kemme as CEOs to bundle its German activities. Spark Studios aims to bring together the best audiovisual talents in Germany.



**WARNER BROS.
DISCOVERY**

Biggest ever audience for Eurosport and Discovery+ in Italy as Australian Open drives 30% growth in streaming across Europe

Warner Bros. Discovery (WBD) Sports Europe revealed its coverage of the Australian Open 2024 men's singles final was watched by the biggest ever audience in Italy for any single sports broadcast during Eurosport's 34-year history. This follows the maiden Grand Slam title victory for local hero Jannik Sinner as he overcame Daniil Medvedev in five sets. The thrilling tournament finale secured a 17% audience share and a +313% year-on-year increase in television viewers for the final in Italy in addition to a +89% rise in streaming subscribers watching on discovery+ across the country.



The Walt Disney Company Celebrates Black History Month

The Walt Disney Company is committed to celebrating and inspiring a more inclusive world through the creation of authentic stories, experiences and products that capture the imagination of all people. Disney is celebrating Black heritage throughout the month of February and beyond by shining a light on Black stories and voices across the company, and honoring the creativity and resilience of Black creators, storytellers, and magic makers.

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.