PAGE | 1

What's happening in European Commercial and VOD Broadcasting 12-16 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+ reveals news about its original series, including the first trailer for 'Parish'
- CANAL+ Group increases its stake in leading Nordics pay-TV & streaming player VIAPLAY to 29%
- ITVX achieves its biggest ever month for Streams
- Mediaset first Italian publisher in the era of total audience
- Sky TV turns 35
- Viaplay Group and TV3 Group enter Baltic agreement
- <u>Disney Earnings Q1 2024: CEO Bob Iger Shares Announcements and Exciting Steps</u>
 Forward



AMC+ reveals news about its original series, including the first trailer for 'Parish'

AMC+ announces new episodes for 'Interview with the Vampire' and 'The Mayfair Witches', the development of a new series from the Anne Rice universe, the return of 'Harry Wild' for a 3rd season and the date premiere of 'Parish.'





CANAL+ Group increases its stake in leading Nordics pay-TV & streaming player VIAPLAY to 29%

As a result of its participation in Viaplay's recapitalisation, Canal+ Group will increase its stake in Viaplay from 12% to 29,33%, establishing itself as Viaplay's largest shareholder. Maxime Saada, Canal+ Group Chairman and CEO, said: "Canal+ Group welcomes the successful completion of Viaplay's recapitalisation. (...) Our group's support to Viaplay is a new testimony to our ambition to become a global player in video entertainment and extend the group's footprint internationally, with a focus on Europe, Africa, and Asia, as also shown very recently by our offer to acquire the entire share capital of Multichoice Group and our investment in leading Asian steaming platform Viu last year."



ITVX achieves its biggest ever month for Streams

January has broken records to become ITV's biggest ever month for streams on ITVX. There were 315m streams on ITVX throughout the month, more than any other month on ITVX or previously on ITV Hub. Sunday 28 January was the biggest single day for both the number of streams (14.8m) and streaming hours (6.1m) since England's World Cup exit on 10



DAGE I 2

December 2022, with viewers watching the FA Cup, Love Island All Stars and the launch of series two of Trigger Point.



Mediaset first Italian publisher in the era of total audience

As of 2024 total audience becomes one of the standards for audience measurement. During the press conference "Digital Developments - Mediaset Innovation 2024" held on January 31, Mediaset CEO Pier Silvio Berlusconi was most pleased with the Group's audience and revenue performance: "The significant data is that today we are the largest Italian publisher, and it's important for the numbers we bring to investors," he emphasized. Indeed, Mediaset's advertising revenues saw a 2.1% growth in 2023 compared to 2022. There is also optimism for 2024. The real difference is noticed by surveying the ratings on digital devices where the total audience registered a significant growth. For this reason, the Digital media hub of MFE-Mediaset was set up for the advertising coverage of the digital world, with a team of 130 professionals in Italy, Spain and Great Britain.



It was 35 years-ago, on 5 February 1989, that Sky TV's first channels were launched over Europe and targeting the UK. The Sky Channel went live at 6pm UK time together with Sky News, Sky Movies and Eurosport. July 31st, 1989 saw 'Sky Channel' end and Sky One take its place and focussed on the UK and Ireland. Sky Movies was fully encrypted on 5 February 1990.



Viaplay Group and TV3 Group enter Baltic agreement

Viaplay Group and Baltic media company TV3 Group have signed an agreement covering Estonia, Latvia and Lithuania. Starting 1 February, Viaplay's full live sports portfolio in the Baltic region is sublicensed to TV3 Group's streaming service Go3, with direct Viaplay subscribers in the three countries to be transferred to Go3 during March.



<u>Disney Earnings Q1 2024: CEO Bob Iger Shares Announcements and Exciting Steps</u> Forward

The Walt Disney Company reported its first quarter earnings of 2024 and with it came several "significant announcements that represent important and exciting steps forward," according to Chief Executive Officer Bob Iger: "Just one year ago, we outlined an ambitious plan to return to a period of sustained growth and shareholder value creation, and our strong performance this past quarter demonstrates we have turned the corner and entered a new era".



PAGE | 3

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.