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# What's happening in European Commercial and VOD Broadcasting 19-23 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

- <u>'The Zodiac killer: truth or myth?': AMC CRIME unravels the enigma of the famous</u> murderer
- ITV Studios secures cluster of premium drama sales and reveals its 2024 London TV Screenings scripted slate
- Mediaset signed a deal with Samsung to adopt HBBTV-TA for Connected TVs
- Leadership change at Groupe M6
- Sky Nature and Love Nature to defy gravity with a new four-part premium series,
  Airborne, celebrating unexpected and fascinating stories of creatures that take to the air in extraordinary ways
- TF1 Group publishes its 2023 full year results
- 'Marija' by United Media named finalist in C21's Digital Drama Pitch 2024
- Marvel Animation's 'X-Men '97' to Stream on Disney+ Beginning March 20
- The revolution will be televised as Eurosport gets set to screen the quest to find cycling's next star



'The Zodiac killer: truth or myth?': AMC CRIME unravels the enigma of the famous murderer

On 18 February, the television channel AMC CRIME exclusively premiered 'The Zodiac Killer, truth or myth?'. The production examines, from a new perspective, the identity of this famous serial killer, who has kept investigators in check for more than half a century. The documentary miniseries is available on demand on AMC SELEKT from the day it premiered.



ITV Studios secures cluster of premium drama sales and reveals its 2024 London TV Screenings scripted slate

ITV Studios announces sales of its world-class scripted titles as well as its upcoming slate of edge-of the-seat drama due to be presented to global buyers at the ITV Studios Festivals, taking place on 28th February at ODEON Luxe Leicester Square – part of the fourth annual London TV Screenings.



## Mediaset signed a deal with Samsung to adopt HBBTV-TA for Connected TVs

Publitalia '80, Italian subsidiary of MFE Advertising, is the first sales house in Italy and among the first in Europe to secure a partnership with Samsung Electronics Italia Spa to adopt the new HbbTV-TA (Targeted Advertising) standard, thus enhancing its addressable video advertising offer dedicated to connected TVs. Thanks to this agreement with



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Samsung - global leader in the production of TV sets, Publitalia '80 optimizes Dynamic Ad Insertion (DAI) technology, developed to enable the automatic replacement of traditional broadcast commercials with ads that take advantage of broadband and connected TV (HbbTV) technology protocols. Paola Colombo, Chief Digital Officer MFE Advertising, stated: "This is a significant evolutionary step that demonstrates the Group's commitment, both as broadcaster and as sales house, in guaranteeing the TV users a viewing experience of the highest quality, encouraging their attention, and therefore ensuring advertisers an addressable online advertising offer consistent with the new needs for evaluating advertising campaigns".



#### Leadership change at Groupe M6

Groupe M6 today announced that Nicolas de Tavernost has expressed his wish to step down from his position as Chairman of the Executive Board before the previously planned date of 25 August 2025, when he would have reached the age limit defined in the company's articles of association. The Supervisory Board of Groupe M6 has decided to appoint David Larramendy as Nicolas de Tavernost's successor. David Larramendy will become Chairman of the Executive Board of Groupe M6 at the end of the Annual General Meeting of Groupe M6 on 23 April 2024, when the Supervisory Board will meet.



Sky Nature and Love Nature to defy gravity with a new four-part premium series, Airborne, celebrating unexpected and fascinating stories of creatures that take to the air in extraordinary ways

Sky Nature and Love Nature announced the greenlight of Airborne (4 x 60'), a visually stunning series that celebrates the unique challenges and ultimate freedom of animals that use the air to survive and thrive. Produced by Humble Bee Films, the series gives viewers a true bird's-eye view from airborne birds and animals as they catch air for the first time, snatch in-flight meals, navigate crowded skies and soar through the most challenging environments on the planet.



### TF1 Group publishes its 2023 full year results

TF1 Group published its 2023 full year results: reinforced audience leadership, thanks to powerful event programming; group advertising revenue at €1.6bn (-2.1%), growing in H2 (up 1.7%); strong growth of MYTF1 advertising revenues (€104.5m up 15.7% vs 2022) and solid foundation for the new TF1+ streaming platform.







#### 'Marija' by United Media named finalist in C21's Digital Drama Pitch 2024

The esteemed project "Marija," developed by United Media, has earned its place among the elite seven finalists in the Digital Drama Pitch 2024, orchestrated by the prestigious international company C21. The C21 Digital Drama Pitch 2024 was born out of the high standard of entries received for the Content London Drama Series Pitch 2023. From more than 150 submissions from 37 countries, 10 projects were selected to pitch live at Content London 2023. A further seven projects were then chosen to create the Digital Drama Pitch 2024. The seven shortlisted shows featured early-stage drama and comedy projects spanning Australia, Finland, Georgia, Lebanon, Iceland, Serbia and Bulgaria. The winning pitch will be announced in March.



# Marvel Animation's 'X-Men '97' to Stream on Disney+ Beginning March 20

The upcoming Disney+ debut of Marvel Animation's X-Men '97, which features 10 episodes, begins streaming March 20. X-Men'97 revisits the iconic era of the 1990s as The X-Men, a band of mutants who use their uncanny gifts to protect a world that hates and fears them, are challenged like never before, forced to face a dangerous and unexpected new future.



# The revolution will be televised as Eurosport gets set to screen the quest to find cycling's next star

Eurosport is announcing a new broadcast partnership with Zwift that will see Warner Bros. Discovery's premium multi-sport broadcaster produce coverage of the thrilling season finale of Chasing Down a Dream: Zwift Academy for viewers in Europe. Eurosport will leverage its deep cycling expertise, rich storytelling ability and technical capabilities to produce four episodes showcasing the unique cycling competition where aspiring amateur athletes attempt to complete the most gruelling set of challenges using the global online fitness platform, Zwift.

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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



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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.