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### What's happening in European Commercial and VOD Broadcasting 26 February – 1 March 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

- Odisea celebrates International Forest Day by addressing the drama of deforestation
- <u>Canal+ Group increases its stake in VIU to 30%</u>
- ITV confirms brand new series with Gary Barlow
- Mediaset has the future at heart: a successful story
- Pluto TV expands its collaboration with Brøndby fan media
- <u>RTL Group invests over €200 million to expand its global content business Fremantle</u>
- <u>Silverstone, Spa and Suzuka all star in "The Greatest Track on Earth", created by Sky</u> <u>Sports, Formula 1<sup>®</sup> fans and AI</u>
- <u>The Walt Disney Company Announces the 10th Year of the Disney Accelerator Program</u> and its 2024 Participant Companies

## AMC NETWORKS

#### Odisea celebrates International Forest Day by addressing the drama of deforestation

On 7 March, coinciding with the month in which the International Day of Forests is celebrated, Odisea exclusively premieres 'Guardians of the Forests', a documentary that puts deforestation in the spotlight. This series shot in 4K-UHD, offers a critical look through five indigenous leaders on the inevitable climate change, biodiversity in danger and the destiny of aboriginal peoples. From the Amazon to the African equatorial jungle, passing through the North American forest, the boreal forest or the Indo-Pacific jungle, this documentary reveals to the viewer the threats that devastate these unique natural spaces, but also how to protect them.



#### Canal+ Group increases its stake in VIU to 30%

Canal+ Group is taking a further step in developing Asias as its next growth engine by strengthening its interest in Viu, a leading OTT streaming service in Asia. Canal+ Group announced that it has increased its stake in Viu to 30%, in accordance with the terms of the transaction announced on 21 June 2023.



#### ITV confirms brand new series with Gary Barlow

Gary Barlow is set to return to ITV for a brand-new travel series this autumn. The channel has commissioned a series of five episodes that will take the multi-platinum Take That star temporarily away from the stage to explore another passion of his... discovering new food and wine!



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#### Mediaset has the future at heart: a successful story

In 2023 Mediaset's integrated campaigns, branded "Mediaset ha a cuore il futuro", promoted nine major themes, confirming its commitment to raising public awareness. A year full of activities and integrated communication campaigns has come to an end and, thanks to its communication strength and an integrated and cross-media approach, Mediaset's campaigns guaranteed an extraordinary visibility to the chosen topics and a significant involvement of its audience in issues of social relevance. The ability to communicate effectively, through various channels and with diversified creativity, has confirmed not only the versatility and continuous evolution of these initiatives but also the ambition to make a difference, seizing the challenges of the present to safeguard the future.



#### Pluto TV expands its collaboration with Brøndby fan media

Pluto TV, owned by Paramount Global, enters a new collaboration with the Brøndby fan media 3point.dk. Pluto TV already shows the program series "Indersiden", which originates from the FCK fan media "Kvart i Bold". With the new 3Point collaboration, Pluto TV expands the broadcasting area to also include a new weekly program "BrøndbyLyd - Behind the Facade" with selected documentaries and interviews with a personality who has a background in Brøndby IF.



#### **RTL Group invests over €200 million to expand its global content business Fremantle**

Fremantle, RTL Group's global content production business, announced that it has reached an agreement with Oaktree Capital Management to acquire Asacha Media Group. Asacha Media Group is a European production group based in Paris that owns majority stakes in eight production companies in France, Italy and the UK focusing on scripted and unscripted content. Under the agreement, Fremantle has the option to acquire the outstanding shareholdings in the eight production companies over the next years. The transaction is subject to customary closing conditions and expected to close in the second quarter of 2024.

# **sky**

## Silverstone, Spa and Suzuka all star in "The Greatest Track on Earth", created by Sky Sports, Formula 1<sup>®</sup> fans and Al

To celebrate the start of the 2024 Formula 1<sup>®</sup> season, Sky Sports polled over 4,000 fans on their favourite straights, turns and landmarks from iconic racing locations around the globe to create the ultimate F1<sup>®</sup> track. Ahead of the season opener in Bahrain on Sunday (2 March) exclusively live on Sky Sports and streaming service NOW, cutting-edge AI



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technology has brought the track to life which features sections associated with some of the most memorable moments in F1<sup>®</sup> history, from the Swimming Pool chicane and Grand Hotel hairpin turn in Monaco, to the Senna 'S' at Interlagos in Brazil.



The Walt Disney Company Announces the 10th Year of the Disney Accelerator Program and its 2024 Participant Companies

The Walt Disney Company announced the 10th year of Disney Accelerator, a business development program designed to accelerate the growth of innovative companies from around the world. As it marks a decade of investment in innovation through the Disney Accelerator, Disney also announced the five companies joining the 2024 program. These companies are focused on exploring how emerging technologies can be used as tools to foster human creativity and imagination and help shape the future of media and technology.

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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.