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What's happening in European Commercial and VOD Broadcasting 11-15 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

- ACT Response to the EC consultation on the Election Integrity Guidelines
- AMC Networks dedicates more than 100 titles to commemeorate International Women's Day
- <u>belN MEDIA GROUP Expands Women's Sports Portfolio with a Deal to Broadcast</u> FORMULA 1 ACADEMY in 25 countries
- MFE and Dazn renewed the Serie A adverts agreement
- ProSiebenSat.1 closes 2023 with strong fourth quarter and expects revenue growth for 2024
- Introducing M6+
- The broadcast of the series "Time of Death" ('Vreme smrti') produced by United Media has begun
- Extreme E confirms multi-year extension with broadcasting giant Eurosport



ACT Response to the EC consultation on the Election Integrity Guidelines

The Association of Commercial Television and Video on Demand Services in Europe (ACT) welcomes and commends the European Commission for its work on guidelines on the integrity of electoral processes. We hope that they will play an important role in preserving the electoral process in the coming years across Europe.



AMC Networks dedicates more than 100 titles to commemeorate International Women's Day

On 8 March and during the whole month of March, the streaming service AMC+ and the television channels AMC, Canal Hollywood, XTRM, SundanceTV, DARK, Somos and Canal HISTORIA, produced by AMC Networks International Southern Europe, offer a selection of content on their schedules with women as protagonists. The programming consists of different cycles made up of more than 85 linear titles and more than 15 VOD series, starring actresses such as Cate Blanchett, Michelle Pfeiffer, Julia Roberts, Angelina Jolie, Nicole Kidman, Sandra Bullock or Demi Moore, among others.



belN MEDIA GROUP Expands Women's Sports Portfolio with a Deal to Broadcast FORMULA 1 ACADEMY in 25 countries

As part of beln MEDIA GROUP's (beln) recently announced deal to televise Formula 1 across the Middle East, North Africa (MENA) and Türkiye, the broadcaster has also acquired

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the rights to broadcast F1 ACADEMY, the all-female driver category that develops and prepares young drivers to progress to the highest levels of the sport. F1 ACADEMY will race at seven Grands Prix across three continents this season and will be central to belN's women's sports portfolio and belNSPIRED, a global belN initiative launched in 2019 that gives a bigger platform to under-represented sports and talent, with a particular focus on women in sport.



MFE and DAZN renewed the Serie A adverts agreement

DAZN and Publitalia '80, MFE's advertising sales house for the Italian market, renewed their commitment for the advertising sales of Serie A matches for the 2024-2027 seasons. Stefano Sala, Publitalia's CEO, stated: "The renewed collaboration with DAZN is the natural consequence of a winning and virtuous model that enabled us to achieve important results in terms of advertising sales, significantly expanding the number of companies interested in the football product, bringing continuous innovation in advertising formats and, uniquely for an OTT, developing transparent measurement certified by a JIC".



<u>ProSiebenSat.1 closes 2023 with strong fourth quarter and expects revenue growth for 2024</u>

ProSiebenSat.1 Group recorded a positive development in many areas of the portfolio at the end of the year and thus achieved its most recently specified targets for the year. At EUR 3,852 million, Group revenues declined by 7% or EUR 311 million on the previous year; adjusted for currency effects and portfolio changes, the decline in revenues (organic) was 4% or EUR 163 million. Bert Habets, Group CEO ProSiebenSat.1 Media SE: "Our strategy with Joyn at the center is now starting to pay off. This is also underlined by the positive development, especially in the fourth quarter of 2023. Our goal is to further increase usage and user base of Joyn with double-digit growth rates per year. We are firmly convinced that a free offering, centered on one platform, is the key to success. We are increasingly focusing on local and live content to strengthen our TV channels and scale Joyn by investing significantly more in this area in 2024 (...).



Introducing M6+

Immersive, engaging and accessible: Groupe M6 unveils plans for its new free streaming service M6+. The new advertising-based video on demand (AVOD) platform will replace 6play, the current streaming service from Groupe M6. M6+ will be launched across all platforms before the UEFA Euro 2024 football championship (June 2024), which will be broadcast by Groupe M6 in France. Developed by streaming technology company Bedrock, which was founded as a joint venture between Groupe M6 and RTL Group, Groupe M6 has ambitious plans for M6+: Up to €100 million will be invested in the platform, with the aim



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to double online programme consumption and triple streaming revenue by 2028. The new platform was unveiled at a special media event in Paris on 6 March 2024.



The broadcast of the series "Time of Death" ('Vreme smrti') produced by United Media has begun

The series "Time of Death" ('Vreme smrti'), produced by United Media and executive produced by Eye to eye, began airing on TV Nova in Serbia on March 4. The very first episode of the series, based on the novel of the same name by Dobrica Ćosić and one of the most significant works of Serbian literature, recorded excellent viewership results, positioning Nova television as the most watched commercial television, with a share of 14.77%, according to TV Beat data.



Extreme E confirms multi-year extension with broadcasting giant Eurosport

Extreme E, the thrilling electric off-road series, will partner with broadcasting giant Warner Bros. Discovery (WBD) in a new multi-year agreement that will offer millions of motorsport fans the best live and on-demand race coverage across Europe on Eurosport with streaming on Max and discovery+ .

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.