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# What's happening in European Commercial and VOD Broadcasting 2-5 April 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 publishes Climate Transition Plan
- Mediaset Group awarded with 2023 WHP recognition for Health promotion in the workplace
- Paramount Streaming CEO Tom Ryan on Pluto TV Turning 10, What's Next for Paramount+ and More: Streaming Biz Is 'Underestimated by the Market'
- Spinning together for Télévie
- Official trailer released for The Sympathizer coming to Sky Atlantic and NOW in May
- The gathering place for viewers for five years: TV Nova in Serbia celebrated half a decade of broadcasting
- Viaplay Group and Talpa Network enter linear TV partnership in the Netherlands



#### **ITV publishes Climate Transition Plan**

In what is believed to be a first in the global media industry, ITV has published its initial <u>Climate Transition Plan</u>. ITV is on track to meeting its net zero target with emissions it controls down 52% compared to a 2019 baseline, and emissions it influences down 17% in the same period. This is being achieved through both the company's offices and operations, such as solar panels on the roof of a barn in Emmerdale and switching to company hybrid or electric vehicles, and through innovations on ITV's productions including the use of virtual studios by ITV Sport and electric batteries replacing diesel generators.



### Mediaset Group awarded with 2023 WHP recognition for Health promotion in the workplace

For the seventh consecutive year, on 21<sup>st</sup> March 2024 Mediaset received the award "Workplace that promotes health - WHP Lombardy Network", for its premises in Italy. The international Workplace Health Promotion recognition was awarded for having promoted, year after year, a culture of health and a work environment based on well-being, on healthy lifestyles and for having developed initiatives to support work-life balance, confirming the centrality of people as the guiding principle of its organisation.

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## Paramount Streaming CEO Tom Ryan on Pluto TV Turning 10, What's Next for Paramount+ and More: Streaming Biz Is 'Underestimated by the Market'

Tom Ryan co-founded the free, ad-supported streaming service Pluto TV, which launched 10 years ago with a linear TV-like grid and a cluster of "live" channels stocked with online videos. Ryan, CEO of Paramount Streaming, says Pluto's first decade, during which it soared to 80 million monthly active users as of last year, is just the beginning. "I think we're still scratching the surface," he said in an interview with Variety. Pluto TV has major potential to expand internationally with its integrated distribution model, he said: "It's really a universally appealing product around the world."



#### Spinning together for Télévie

On Friday 22 March 2024, colleagues from across RTL and public personalities raised money for cancer research during the annual Télévie Challenge. Good humour, a good atmosphere and motivation were the order of the day last Friday at the 18th edition of the Télévie Spinning Challenge 2024 at RTL City in Kirchberg. In total, over 200 employees and public figures gathered at RTL City and cycled a total of 3001.50 kilometres on 25 spinning bikes, motivated by four coaches and a DJ. They all came together for one common goal: to raise as much money as possible for cancer research. For each kilometre cycled, RTL Group donated €18.33 to Télévie.



### Official trailer released for The Sympathizer coming to Sky Atlantic and NOW in May

Sky and streaming service NOW has released the official trailer and key art for the seven-episode limited series The Sympathizer. All seven episodes will debut in May exclusively on Sky Atlantic and NOW. Based on Viet Thanh Nguyen's Pulitzer Prize-winning novel of the same name, THE SYMPATHIZER is an espionage thriller and cross-culture satire about the struggles of a half-French, half-Vietnamese communist spy during the final days of the Vietnam War and his new life as a refugee in Los Angeles, where he learns that his spying days aren't over.



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## The gathering place for viewers for five years: TV Nova in Serbia celebrated half a decade of broadcasting

TV Nova in Serbia celebrated half a decade of broadcasting. From the beginning of the signal broadcast on March 25, 2019, until today, Nova has positioned itself as the most watched cable television in Serbia. In the past year, it has also recorded a significant increase in viewership by almost 10%, and the latest TV Beat results for the first half of March show that the entertainment-competition show "Survivor" and the series "Time of Death" are the dominant media content in the country, which place Nova to the position of the most watched television by far among the total competition.



#### Viaplay Group and Talpa Network enter linear TV partnership in the Netherlands

Viaplay Group and Dutch media company Talpa Network have agreed a linear TV partnership in the Netherlands. Starting 5 April, Talpa Network's widely available SBS9 linear TV channel will be rebranded as Viaplay TV and will show selected content from the Viaplay streaming service's portfolio of premium sports. Viaplay TV's first live broadcast will be the second free practice session for the Japanese Grand Prix, featuring superstar Dutch driver Max Verstappen. April's schedule includes live Premier League football, highlights from the Chinese Grand Prix and live PDC Premier League Darts in Rotterdam headlined by three-time World Champion Michael van Gerwen.

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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.