

What's happening in European Commercial and VOD Broadcasting 10-14 June 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

- [Canal HISTORIA celebrates its 25th anniversary as a leader and benchmark for documentaries on pay television](#)
- [ITV's Planet V hits £1 billion in bookings](#)
- [1H 2024 marked an encouraging adv revenue growth](#)
- [Paramount's Pluto TV, Your Channels & OUTtv launch LGBTQI+ channel](#)
- [RTL Deutschland launches 5G network](#)
- [NOVA receives prestigious medal for premium quality from QUDAL](#)
- [Sky Documentaries announces 'enviro-thriller' documentary 'Gabon: Earth's Last Chance', filmed on the frontline of the global battle against climate change](#)
- [Roland-Garros smashes its record audience in Europe following week one on Max, Discovery+ and linear](#)



[Canal HISTORIA celebrates its 25th anniversary](#)

Canal HISTORIA, produced in Spain by AMC Networks International, leader in documentaries on pay television, celebrates its 25th anniversary. Since its founding in 1999, the channel has been a benchmark in the dissemination of historical content, standing out for its commitment to rigor, objectivity and quality in its productions. On June 6, coinciding with the 80th anniversary of the Normandy landings, the channel presents a special 25-hour program dedicated to clarifying the biggest unknowns of a key operation for the outcome of the Second World War.



[ITV's Planet V hits £1 billion in bookings](#)

Planet V, ITV's proprietary, self-service addressable advertising platform, has hit £1 billion in bookings since its launch. Launched in October 2020, Planet V is a market-leading addressable advertising platform which creates and delivers targeted advertising at scale.



[1H 2024 marked an encouraging adv revenue growth](#)

During the press conference "Mediaset, the TV season September 2023 - May 2024" Pier Silvio Berlusconi, CEO of MFE-MEDIAFOREUROPE N.V., Mediaset's parent company, commented on the Group's advertising revenue performance for the first half of 2024 (+6% year on year growth) as a "a little good news for the publishing sector". He explained: "Before Christmas it was hard to be a publisher in Italy but in the first 6 months of 2024

the market is really strong. We are doing better than the market in terms of adv sales both in Italy and in Spain".



Paramount's Pluto TV, Your Channels & OUTtv launch LGBTQI+ channel

Paramount Global's FAST operator, Pluto TV, will launch a LGBTQI+ skewed channel, in partnership with content providers Your Channels and OUTtv, across its platform this June, in celebration of Pride Month.



RTL Deutschland launches 5G network

Flexibility and security: RTL Deutschland launches a private 5G campus network from Deutsche Telekom in time for the UEFA EURO 2024. RTL Deutschland is the first company in Germany to supply its production studios with 5G via its own standalone network. Deutsche Telekom's 'Campus-Netz Private' (Private Campus Network) business solution will make TV production even more flexible – for example by enabling the use of wireless cameras both inside and outside the studios.



Sky Documentaries announces 'enviro-thriller' documentary 'Gabon: Earth's Last Chance', filmed on the frontline of the global battle against climate change

Sky announced a brand-new Sky Original feature documentary Gabon: Earth's Last Chance, launching on Sky Documentaries and streaming service NOW on Monday 24 June. Over 85 minutes, the 'enviro-thriller' documentary feature tells the extraordinary story of scientist Professor Lee White from Manchester, who ended up becoming the Environment Minister of Gabon in central Africa.



NOVA receives prestigious medal for premium quality from QUDAL

In the year when NOVA from Bulgaria celebrates its 30th anniversary, it has been awarded a premium quality medal by QUDAL – Quality meDAL. The media received the highest number of votes in the 2024 survey by the international market research and certification association ICERTIAS, which focused exclusively on Generation Z and Millennials.



**WARNER BROS.
DISCOVERY**

Roland-Garros smashes its record audience in Europe following week one on Max, Discovery+ and linear

Eurosport reveals its coverage of the first week of Roland-Garros has secured record audiences on its streaming platforms and has delivered its highest tournament television audience on its linear networks in eight years. Across Europe (excluding France), Eurosport's production of Roland-Garros continues to drive strong tune-in. Viewership on Eurosport's linear television channels has risen by +45% year-on-year with WBD's total streaming audience, including discovery+, increasing by more than a quarter (+26% vs 2023). This has been boosted further by the launch of Max in 20 countries across Europe where customers are already enjoying access to every match live and on-demand alongside premier TV shows, fresh and iconic movies, unmissable sports, and flagship TV networks.

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.