

What's happening in European Commercial and VOD Broadcasting 17-22 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

- [COSMO premieres the hit crime series The Blind Detective](#)
- [AMC BREAK celebrates the happiest week of the year with its special 'YELLOW WEEK'](#)
- [Acquisition of broadcasting rights of the CONMEBOL COPA AMERICA 2024 in Sub-Saharan Africa](#)
- [Over 10 million watch EURO 2024 opener live on ITV](#)
- [New life for the old stage clothes](#)
- [Screenforce Festival 2024](#)
- [Sky adds a host of new documentaries to its slate for the rest of 2024](#)
- [TF1+ launches in Belgium and Luxembourg](#)
- [Nova TV celebrates 24th birthday as the television with the most watched program](#)
- [Record Roland-Garros across all platforms for Eurosport's production on Max and Discovery+](#)



[COSMO premieres the hit crime series The Blind Detective](#)

On 10 June, COSMO premiered The Blind Detective, a successful Austrian and German co-production which was watched by more than 5 million viewers, 20% of the total share. Set in Vienna, this original crime series features a remarkable pair of detectives, the retired police inspector Alex Haller (Philipp Hochmair), whose blindness is compensated by his other senses, and Nikolai Falk (Andreas Guenther), a Berlin taxi-driver who starts out as his helper but ends up becoming an indispensable ally.



[AMC BREAK celebrates the happiest week of the year with its special 'YELLOW WEEK'](#)

On Yellow Day, 20 June, AMC BREAK, produced by AMC Networks International Southern Europe, pays tribute to the channel's color and celebrates, once again, the arrival of summer with its special programming 'YELLOW WEEK'. During the week of June 17 to 23, every day at 1:15 p.m., the first episodes of the second season of 'The Price of History Tours the US' will premiere exclusively. In this new installment, the stars of 'The Price of History' return to the road to visit some of the most exciting places in the United States in search of historical finds and amazing collectibles.



[Acquisition of broadcasting rights of the CONMEBOL COPA AMERICA 2024 in Sub-Saharan Africa](#)

CANAL+ Group is pleased to announce the acquisition of the exclusive French language broadcasting rights of the CONMEBOL AMERICA 2024 in Sub-Saharan Africa. For this 48th edition, held from the 21st of June until the 15th of July in the United States, the CONMEBOL COPA AMERICA will bring together the usual ten South American teams and, for the first time, six teams from North America, Central America, and the Caribbean.



[Over 10 million watch EURO 2024 opener live on ITV](#)

Germany v Scotland scores highest peak audience of any opening match of major tournament in a decade. The match peaked at 10.4 million viewers on ITV1 and ITX. Marks highest peak audience of any TV programme in 2024 - including Eurovision.



[New life for the old stage clothes](#)

Almost a thousand items of clothing from the Mediaset Costume Warehouse in Cologno were donated to two associations, Progetto Arca Onlus and Associazione Kayros Onlus, to help people in precarious and poverty situations. In the "wardrobe corners" of their solidarity markets, everyone can choose items of their own taste matching needs with dignity and social inclusion. Furthermore, this initiative also made it possible to contain the environmental impact resulting from the treatment of goods as waste materials. Arca Onlus Project guarantees assistance and primary goods to poor and homeless people. Kayros Onlus Association promotes autonomous and responsible social reintegration of minors with criminal proceedings and administrative and civil measures in progress.



[Screenforce Festival 2024](#)

Screenforce Days is the leading event for TV advertisers in Germany, Austria and Switzerland. Usually held as a virtual event over several days, this year, Screenforce Days announced a new concept: A live Screenforce Festival in Düsseldorf on 13 June, alongside an official partnership and its own Future TV stage at DMEXCO in Cologne on 18 and 19 September. RTL Deutschland presented its content highlights and advertising innovations during a spectacular live show. With cross-genre, must-see content that entertains and informs every target group, RTL Deutschland's goal is clear: to remain number one in the market. RTL Deutschland plans to do this by boosting the development of RTL+ as the country's largest local streaming service while protecting the strength of its linear channels.

Moreover, technology, data and AI will be expanded across all genres together with various partners.



Sky adds a host of new documentaries to its slate for the rest of 2024

Sky announced an exciting line up of four original films and series coming to Sky Documentaries and streaming service NOW later this year. The Frost Tapes (w/t) charts almost half a century of dizzying social, political, and cultural change through the eyes of the one man who had a front-row seat to it all: Sir David Frost. The Body Next Door, produced by RAW, is a three-part documentary series that delves into one of the most bizarre and shocking true crime stories of the past decade. Doom Scroll: Andrew Tate & The Dark Side of the Internet highlights the dark influence of social media platforms and how their carefully crafted algorithms have shaped our world today. Adam Hills: Foot Fault, produced by Noah Media Group, takes viewers behind the scenes of a global campaign around the growing form of the sport - Para-Standing Tennis - and its potential as a future Grand Slam and Paralympic event.



TF1+ launches in Belgium and Luxembourg

TF1 group's free streaming platform TF1+ launches in Belgium and Luxembourg on 18 June. The TF1+ app will be available on 4 screens: mobile, tablet, PC, and the entire smart TV universe (Google TV, Android TV, Samsung, LG, Hisense, Sony, Philips, Amazon Fire TV, Apple TV, etc).



Nova TV celebrates 24th birthday as the television with the most watched program

Nova TV from Croatia celebrated its 24th birthday, proving its success once again with the number of viewers of its spring program schedule, which ranked first among the viewers this year too. The spring program on Nova TV offered many hit projects, and their popularity with the viewers is confirmed by the ratings data, according to which Nova TV has a 51% larger viewership than the closest competitor throughout the day, and a 76% larger viewership in prime time.



**WARNER BROS.
DISCOVERY**

Record Roland-Garros across all platforms for Eurosport's production on Max and Discovery+

Following its biggest ever first week, Eurosport's production of Roland-Garros is confirmed to have engaged larger audiences across Europe than ever before for the tournament across all platforms. With the launch of Max, Warner Bros. Discovery's (WBD) enhanced streaming service including Eurosport, combined with its other streaming platforms including discovery+, unique streaming viewers grew by +29% year-on-year with streaming minutes consumed rising by +47%.

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.