

What's happening in European Commercial and VOD Broadcasting 2-6 September 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

- [Filming begins in Spain for the third season of 'The Walking Dead: Daryl Dixon'](#)
- [beIN MEDIA GROUP Extends Broadcast Rights for English Football League Until 2028 Across 27 Countries](#)
- [Paramount+ and CANAL+ Group announce the extension and strengthening of their partnership in France](#)
- [ITV and the BBC confirm deal for UEFA Women's EURO 2025](#)
- [Medusa Film's Familia at the 81st Venice International Film Festival](#)
- [DAZN launches handball free-TV channel on Pluto TV](#)
- [RTL Group publishes its interim results January to June 2024](#)
- [Sky Arts unveils brand new shows across Music, Literature, Craft and Visual Art](#)
- [Game, set and Max: Every US Open match available to stream on Max for the first time complementing Eurosport's coverage in 45 markets in Europe](#)



[Filming begins in Spain for the third season of 'The Walking Dead: Daryl Dixon'](#)

AMC Networks announced that filming has begun on the third season of its hit series 'The Walking Dead: Daryl Dixon', starring the characters Daryl Dixon (Norman Reedus) and Carol Peletier (Melissa McBride). Production for the third season is based in Madrid, with extensive filming that will include locations in Galicia, Aragon, Catalonia and the Valencian Community, which will provide a new and unique backdrop for the post-apocalyptic world. The second season of the series will premiere in Spain on October 4 on AMC+.



[beIN MEDIA GROUP Extends Broadcast Rights for English Football League Until 2028 Across 27 Countries](#)

beIN MEDIA GROUP renewed its exclusive rights to broadcast more than 300 matches from the English Football League (EFL) for a further four years in 27 countries across the Middle East and North Africa (MENA), France, Australia, and New Zealand, demonstrating once more its long-standing commitment to being the home of sports.



[Paramount+ and CANAL+ Group announce the extension and strengthening of their partnership in France](#)

Paramount+ and CANAL+ Group announced the expansion and strengthening of their partnership in France. This strategic collaboration aims to expand the distribution of Paramount+ and its premium content in France, enriching the value proposition of CANAL+

subscribers. Through this extended deal, CANAL+ subscribers can access Paramount at no additional cost, whatever subscription plan they have, starting from August 20. As part of the extended agreement, all Paramount+ content is now accessible directly on myCANAL and CANAL+ universe on its decoders and all partners' set top boxes.



[ITV and the BBC confirm deal for UEFA Women's EURO 2025](#)

With less than one year to go until the tournament kicks off in Switzerland, ITV and BBC Sport have agreed a deal for live coverage of the UEFA Women's EURO 2025. The 16-team tournament kicks off on July 2nd with every match broadcast in the UK on either ITV or the BBC, except for the final, which will be shown on both ITV and the BBC.



[Medusa Film's Familia at the 81st Venice International Film Festival](#)

Francesco Costabile's second work, *Familia*, co-produced and distributed by Medusa Film, MFE's subsidiary, will be presented in the Orizzonti section at the 81st Venice International Film Festival. The film will be then released in Italian theatres in the coming fall. Director Francesco Costabile stated: "The news that *Familia* will be presented to the Venice audience fills me with joy. Bringing this film to the Lido is a unique opportunity to draw attention to themes and narratives that require a deep look, sharing, reading of complexity and comparison."



[DAZN launches handball free-TV channel on Pluto TV](#)

Sports streaming service DAZN and FAST Channel platform Pluto TV launched an exclusive free-to-air handball channel in Germany, Austria and Switzerland on 21 August 2024. DAZN Handball x Pluto TV show more than 50 live matches per season on Pluto TV, including the EHF Champions League and EHF European League for men and women, plus a selection from the EHF catalogue.



[RTL Group publishes its interim results January to June 2024](#)

RTL Group published its interim results 2024: the Group grows streaming subscribers by 25 per cent to 6.3 million; Group revenue up 1.8 per cent to €2.9 billion (H1/2023: €2.8 billion), driven by higher TV advertising and streaming revenue; confirms full-year outlook and long-term streaming targets. Thomas Rabe, Chief Executive Officer of RTL Group stated: "We invest, partner and co-operate more than ever before to drive long-term performance and value creation."



Sky Arts unveils brand new shows across Music, Literature, Craft and Visual Art

Sky Arts announced five new Sky Originals which will bring the arts to everyone. Iconic women artists are at the heart of the channel’s growing slate, with new films on literary virtuoso Edna O’Brien, art activists The Guerrilla Girls, Turner Prize-winner Lubaina Himid, tour-de-force Maggi Hambling, 2-Tone legend Pauline Black and sister disruptors, The Brontës. Bill Bailey will also continue to fight for the survival of heritage crafts with a third series of Bill Bailey’s Master Crafters: The Next Generation, coming this autumn.



**WARNER BROS.
DISCOVERY**

Game, set and Max: Every US Open match available to stream on Max for the first time complementing Eurosport’s coverage in 45 markets in Europe

Warner Bros. Discovery revealed its full coverage offer for the year’s final Grand Slam with its new enhanced streaming service Max set to serve tennis fans every match live from the 2024 US Open for the first time ever. Complementing this comprehensive streaming offer, Eurosport showcases the best matches on its television channels in 45 markets across Europe, with exclusivity in 41 countries, in its 24th consecutive year of broadcasting the tournament.

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.