

What's happening in European Commercial and VOD Broadcasting 25-29 November 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

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[ACT celebrates 35 years on World Television Day, launches Manifesto & new Logo](#)

The Association of Commercial Television in Europe and Video on Demand Services in Europe (ACT), celebrated World Television Day and its 35 years of existence since its foundation in 1989. The ACT officially released its public policy Manifesto 2024-2029 in the presence of commercial media leaders from across Europe.



[AMC+ releases the trailer for the second season of 'The Witches of Mayfair, by Anne Rice'](#)

Streaming service AMC+ released the trailer for the second season of its original series 'Anne Rice's The Mayfair Witches'. Starring Alexandra Daddario, Jack Huston, Harry Hamlin, Tongayi Chirisa and Alyssa Jirrels, the new season will premiere in Spain on Thursday, January 9 exclusively on AMC+.



[9M report approved by the MFE's Board](#)

The financial results of MFE-MEDIAFOREUROPE Group for the first nine months of 2024, approved by the Board of Directors, were significantly better than all expectations. There was a clear acceleration in the Group's gross advertising revenues. Despite the structurally low seasonality of the market in the summer period and the extremely unstable international context, profit grew by +38.7% year-on-year and net financial position

improved by around €200 million compared to the end of last year. Pier Silvio Berlusconi, MFE's CEO, stated: "In the first nine months of 2024, all MFE's key economic indicators showed clear growth. This confirms that our cross-media system strategy is effective: it brings excellent results and is exactly the development model we would like to extend to the European broadcaster project".



[RTL Deutschland broadcasts new football documentary](#)

On 11 January 2025, RTL Deutschland will broadcast the documentary Unser Team – Die Heim-EM 2024 (Our team – The 2024 European Championship in Germany) on RTL and RTL+. The film offers an intimate look into the German national team's journey during the Uefa Euro 2024, which RTL Deutschland broadcast in partnership with Deutsche Telekom, generating record audiences across linear TV and streaming.



[Sky and Peacock's Original hit drama series The Day of the Jackal scores a second season renewal](#)

Sky and Peacock Original drama thriller series THE DAY OF THE JACKAL has been renewed for a second season. In the UK, The Day of the Jackal has become the biggest Sky Original ever and the biggest launch on Sky in over two years, drawing a record audience of 3m in its first week. In Sky Group markets Italy, Germany, Austria, Switzerland and Ireland the series is the biggest ever debut for a UK Sky Original.



[TF1 Group commits to eco-producing 100% of TF1 Production and Newen productions by 2027](#)

On 19 November, TF1 Group organised the "Eco-production: together towards sustainable audiovisual" meetings. An event bringing together stakeholders in the sector (producers, unions, etc.) to explore the contours of eco-production (through its financial, operational, human aspects, etc.) and define common objectives to reduce the carbon impact of audiovisual productions. As part of its climate strategy, which aims to reduce its CO2 emissions by 30% by 2030, the TF1 group - whose objectives have been validated by the SBTi - has defined several priority projects to reduce the carbon impact of its activities. Among the main levers, that of eco-production aims to reduce the carbon footprint of productions and take concrete action to limit the environmental impact of audiovisual filming.



United Media Celebrates World Television Day 2024

On November 21, the world celebrates World Television Day, a day established by the United Nations to recognize television's significant role in informing, entertaining, and connecting people across the globe. This year, as media companies worldwide join the celebration, United Media, the leading media company in Southeast Europe, proudly highlighted the transformative power of multiplatform TV in fostering democracy and cultural dialogue.



WARNER BROS. DISCOVERY

Olympic champions return as Warner Bros. Discovery broadcasts every moment of the 2024 UCI Track Champions League

The UCI Track Champions League returned with every moment from every race from each of the five rounds broadcast live on Warner Bros. Discovery platforms in Europe, across Eurosport and its streaming platforms Max and discovery+. Throughout the series, which started in Saint-Quentin-en-Yvelines, Eurosport aired a pre and post-show that was broadcast across Europe, including in-depth analysis of the action as well as exclusive interviews with some of the competing riders.

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.