

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

- [Atresplayer and Disney+ join forces to launch a joint subscription plan](#)
- [ITV Releases Trailer for Playing Nice Starring James Norton, Niamh Algar, James McArdle and Jessica Brown Findlay](#)
- [Mediaset distributes 'Paris Has Fallen' in Italy and Spain](#)
- [RTL Spendenmarathon 2024](#)
- [Sky Documentaries set to portrait the Queen of Pop in brand-new original feature documentary, Becoming Madonna](#)
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[Atresplayer and Disney+ join forces to launch a joint subscription plan](#)

Atresmedia and Disney have signed an agreement to offer new subscribers the Atresplayer Premium package and the Disney+ Standard package with ads with a joint subscription. This new plan, which can only be purchased through Atresplayer, offers the possibility of watching the entire catalogue of the Atresmedia platform, which includes all its original and exclusive content, along with the Disney+ offer, including the catalogue of Disney, Pixar, Marvel, Star Wars, and National Geographic, as well as Star movies and series aimed at an adult audience.



[ITV Releases Trailer for Playing Nice Starring James Norton, Niamh Algar, James McArdle and Jessica Brown Findlay](#)

ITV released the official trailer alongside a set of brand-new images for gripping new psychological thriller, *Playing Nice*. The 4x60' limited series will launch on ITV, ITVX, STV and STV Player in January 2025. Produced by STUDIOCANAL and RABBIT TRACK PICTURES, *Playing Nice* is adapted by Malpractice writer Grace Ofori-Attah from the best-selling novel by British thriller author JP Delaney.



[Mediaset distributes 'Paris Has Fallen' in Italy and Spain](#)

The series, based on the films 'Fallen' and already a great success in France, debuts on 2 December on Italia 1 and will soon be available on Cuatro. 'Paris Has Fallen' is set to become a must-see for Italia 1 and Cuatro viewers thanks to an adrenaline-fuelled and engaging storyline. The Group's decision to bring this series to both Italy and Spain stems from its strategy to attract a large action-loving audience, further consolidating the synergies between the two countries.



[RTL Spendenmarathon 2024](#)

RTL Deutschland's RTL Spendenmarathon took place from 21-22 November 2024, raising over €16 million for Stiftung RTL and setting a world record with a 24-hour inclusion challenge. Over the course of 24 hours, a donation studio collected money for Stiftung RTL - Wir helfen Kindern – with hourly live broadcasts on flagship channel RTL – and an inclusive sports challenge set a new world record while raising awareness for people with disabilities.



[Sky Documentaries set to portrait the Queen of Pop in brand-new original feature documentary, Becoming Madonna](#)

Sky Documentaries announced a brand-new original feature documentary, charting Madonna's rise to become the biggest female pop icon in history. Becoming Madonna is an immersive, archive driven film built around a cache of recently uncovered audio tapes in which a young Madonna reflects on her extraordinary life and career.



[Newen Studios, TF1 Group and Netflix announce unique collaboration to produce daily drama event series 'Tout pour la lumière'](#)

Newen Studios, TF1 Group, and Netflix have announced plans to produce a continuing drama event series 'Tout pour la lumière'. This ambitious and innovative partnership will see the three groups consolidate their roles as key content creators, while the project aims to invigorate the creative sector in the region and help support the emergence of upcoming talent. The unique scheduling is expected to attract a wide audience and will be available across multiple platforms. Shooting begins in the first half of 2025 and will air on TF1, TF1+, and will be available on Netflix five days before the free-to-air broadcast on TF1.



[United Media Advocates for Media Freedom, Sustainability and Pluralism at ACT's Brussels Panel](#)

Aleksandra Subotić, CEO of United Media, participated in a panel in Brussels organized by Association of Commercial Television and Video on Demand Services in Europe – ACT. Speaking about the future of media, Subotić emphasised the importance of the European Media Freedom Act (EMFA) while highlighting key challenges that must be addressed to ensure the sustainability and pluralism of the media sector, including the necessity for regulation fit for purpose and reflecting the actual competitive landscape in the modern era.

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.