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What's happening in European Commercial and VOD Broadcasting 1-5 November 2021

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.

- All eyes on Beijing as discovery celebrates milestone on the orad to the Olympic Winter Games
- Mediaset included in the Mib Sustainability index
- NENT Group adapts Roslund & Hellström's `Cell 8' as Viaplay Original
- RTL Group Quarterly Statement January to September 2021
- Behaviour change on climate can be driven by TV, says Sky
- N1 celebrates its seventh birthday
- <u>Disney Launches Magical Christmas Campaign 'From Our Family to Yours', including New</u>
 Animated Advert, in Support of Long-Term Charity Partner Make-A-Wish



All eyes on Beijing as discovery celebrates milestone on the orad to the Olympic Winter Games

To mark the 100 Days to Go milestone until Beijing 2022, Discovery has unveiled its plans that feature new shows and formats to capture the excitement of the winter sport season and build up to the Olympic Winter Games. Broadcasting the Games on discovery+ and Eurosport in over 50 markets across the continent, Discovery will aim to once again unlock the power of the Olympics by telling the most inspiring stories with the greatest storytellers.



Mediaset included in the Mib Sustainability index

Mediaset entered the Milan stock exchange Mib ESG index which selects the best blue chips on the basis of their environmental, social and governance commitment. On 18 October 2021 Piazza Affari launched a new index that identifies the 40 best companies on the basis of 38 sustainability indicators. Mediaset was also selected for a basket that encompasses companies committed to ensuring respect for the environment, the elimination of all gender discrimination and social responsibility.



NENT Group adapts Roslund & Hellström's `Cell 8' as Viaplay Original

The international bestseller `Cell 8' by acclaimed Swedish authors Roslund & Hellström will be adapted as a Viaplay Original by Nordic Entertainment Group (NENT Group). An unflinching crime drama centered on the controversial topic of the death penalty, `Cell 8' is the second Roslund & Hellström novel to become a Viaplay Original after the hit `Box 21'.

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The series features an all-star Nordic cast and will premiere exclusively on NENT Group's Viaplay streaming service in 2022.



RTL Group Quarterly Statement January to September 2021

January to September 2021: RTL Group reports strong revenue growth and raises its streaming targets. Thomas Rabe, Chief Executive Officer of RTL Group, says: "In the third quarter of 2021, RTL Group continued to perform strongly. Revenue grew by 17.2 per cent organically in the first nine months of the year, thanks to the ongoing recovery of TV advertising markets and our growth businesses of content and streaming (...)".



Behaviour change on climate can be driven by TV, says Sky

Seventy per cent of people across Europe are willing to change their behaviour to address the climate crisis according to research published by Sky and the Behavioural Insights Team (BIT). Using behavioural science techniques, Sky and BIT set out ten new behavioural science principles to guide broadcasters on helping their viewers to take action. The study develops a clear role for content creators and broadcasters to inspire green behaviours from their viewers, as well as revealing data on consumer attitudes to climate change.



N1 celebrates its seventh birthday

N1 television, United Group regional and local 24-hour platform broadcasting news and current affairs and exclusive CNN affiliate, celebrated its 7th birthday last week. Aleksandra Subotić, Executive Director of N1 and United Media CEO, pointed out: "In the past seven years, N1 television has become a trusted brand, a synonym for professional, serious and responsible journalism. At a time when the media do not have the strength, hampered by censorship and self-censorship of journalists and editors, N1 shows every day what real, independent journalism looks like and how important the role of such media is in society (...)".



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<u>Disney Launches Magical Christmas Campaign 'From Our Family to Yours', including New</u> Animated Advert, in Support of Long-Term Charity Partner Make-A-Wish

Disney has released a magical new festive advert to mark the start of the 2021 Festive season. "The Stepdad" is a three-minute animated tale about family togetherness and the power of storytelling. This campaign once again supports long-standing partner, Make-A-Wish, helping the charity to create life-changing wishes for children with serious illnesses, that can be an important part of the healing process.

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.