

What's happening in European Commercial and VOD Broadcasting 6-10 December 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.

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[AMC premieres the series 'We', a moving and bittersweet adaptation of the homonymous novel by David Nicholls](#)

On 7 December the AMC television channel premiered 'We' ('Us'), a moving and bittersweet story about the Petersen family that begins with a father who tries to regain the trust and love of his wife and son during a vacation in Europe. Composed of six episodes and directed by Geoffrey Sax ('Endeavor', 'Victoria'), the fiction shows a family that is not going through its best moment. Their trip to six European countries over three weeks takes them to share time and helps them to see where everything began to fall apart and to start looking for a new starting point together or separately.



[ITV kicks off 2022 with four live FA Cup Third Round matches](#)

The Emirates FA Cup 3rd Round returns to ITV with four live matches on its main channel as Premier League clubs join the competition. The action includes a mix of lower league clubs taking on sides in the top division, including Swindon Town v Manchester City, Millwall v Crystal Palace and Nottingham Forest v Arsenal as well as the all Premier League clash between West Ham United and Leeds United.



[Solid nine-month results for Mediaset España](#)

Mediaset España registered an increase by 10.5% of its total net revenues to €603.8 million in the year-to-date. In terms of viewership, daily average total TV consumption for the period was down from 239 minutes per day in the first nine months of 2020 to 216 minutes in 2021. Linear TV consumption represented 96.7% of the total, amounting to an average of 209 minutes per day. Time-shift consumption only represents 3.2% of total TV

consumption for Mediaset España. Overall, daily average TV viewers stands at 6.6 million. As of 31 August, Mediaset España registered an average of 508 million video streamed per month - up 29% vs the same period of 2020- and reported an average of 19.3 million unique internet users per month.



[Viaplay to launch in the Netherlands on 1 March](#)

Viaplay will launch in the Netherlands on 1 March 2022 and offer Dutch viewers a unique combination of premium live sports, Viaplay Originals, Hollywood films and series, and kids content. The service will be available through distribution partners such as VodafoneZiggo and KPN and as a direct subscription. The launch will take Viaplay's footprint to 11 countries, with at least five further markets to follow by the end of 2023.



[More touchpoints, more rethinking](#)

The "Let's do it!" Sustainability Week in October from the Bertelsmann Content Alliance received a positive response from the general public in Germany. The cross-media marketing campaign, which ran from 4 October to 8 October 2021, focused on the power and importance of water as a vital resource for humans and the ecosystem (as previously reported). The results of two online surveys showed that social responsibility topics are well received by the German population, with over 90 per cent of respondents aged 16 and over indicating that a sustainability week on the topic of water is a good idea*. The study also showed that the multimedia strategy from the Bertelsmann Content Alliance reached a large proportion of the population and achieved a lasting impression via different touchpoints.



[Trailer revealed for 'Save The Cinema', a Sky Original](#)

Sky revealed the trailer for 'Save The Cinema', a Sky Original. Inspired by the extraordinary real-life events sparked by tenacious hairdresser Liz Evans (Samantha Morton), Save The Cinema illustrates how the resolve of a small Welsh town, inspired by the magic of cinema, was able to bring Tinseltown to their doorstep.



TF1 Group, winner of the Humpact Grand Prix in the women-men category

The TF1 group received the Humpact Grand Prix which rewards its efforts in terms of diversity and professional equality. Very attentive to respect for everyone’s uniqueness, both through its branches and within the company, TF1 Group works daily to represent diversity and conducts an active policy in favor of equal opportunities. Thanks to numerous internal initiatives to promote the professional development of women, TF1 Group was awarded the Humpact Grand Prix yesterday in the Gender Parity category.



New ViacomCBS International Studios Initiative for Diverse Creators

ViacomCBS International Studios (VIS) has signed five first-look deals with emerging talent from the U.K. as part of an effort to provide meaningful opportunities for diverse creators. As a part of the first-look deal strategy, the VIS content and production team has identified five initial writers from underrepresented groups in the U.K. They will each have the opportunity to pitch their ideas to VIS over two years. The selected writers are Morgan Bailey, Bec Boey, Chris Bush, Iman Qureshi and Kaamil Shah and were chosen based on their proven scriptwriting talent, their variety of interests and writing styles and potential to collaborate on distinctive development projects intended for Paramount+.

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.