

## What's happening in European Commercial and VOD Broadcasting 10-14 January 2022

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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### [UFC kickstarts journey on Discovery+ and Eurosport in the Netherlands and Spain](#)

UFC's world-famous Octagon® will touch down on discovery+ in the Netherlands and Eurosport in Spain from January with every UFC event to be made available to watch live and on-demand. UFC, the world's premier mixed martial arts organisation, has experienced a meteoric rise since its first event was held in 1993 and is now one of the most popular sports globally broadcasting in more than 170 countries to 900 million TV households worldwide.



### [Happy birthday TG5!](#)

On 13 January 1992 the first edition of Mediaset's TG5 went on air. TG5 is now recognized as a pivotal and reliable point of reference in Italy's news media. "Thirty years of trustworthy information, modernity, innovation achieved thanks to the work of all the journalists of the news, of its founder Director Enrico Mentana and the skill of his successors Carlo Rossella and Clemente Mimun – stated Mediaset's CEO Pier Silvio Berlusconi - I thank all the professionals who have contributed to making TG5 a real service to the public."



### [Max Verstappen and Viaplay agree partnership](#)

The reigning Formula 1 World Drivers' Champion Max Verstappen and Viaplay have agreed a multi-year partnership that will see the superstar Dutch driver feature in exclusive content for Viaplay viewers. Fans will be able to stream unique documentary programming in which Verstappen reveals the secrets to conquering Formula 1's toughest circuits, along with fascinating glimpses into his life away from the sport's unrelenting pressures, and much more. Verstappen will also become a Viaplay ambassador in all markets in which Viaplay holds rights to show Formula 1.



### [A union for sustainable growth](#)

RTL Deutschland and Gruner + Jahr join forces to create a national cross-media champion, with a symbolic forest conservation project to celebrate the launch. The combination of RTL Deutschland and Gruner + Jahr (G+J) at the beginning of the year has created Germany's leading entertainment company across all media genres. With 15 TV channels, 50 print magazines, 17 radio stations, 75 digital offerings, a podcast platform and the streaming platform RTL+, the company offers a media and brand diversity which is unique in Germany.



### [Sky announces £1m enterprise initiative to support Black entrepreneurs](#)

Sky has announced funding plans targeted specifically at Black entrepreneurs to deliver its commitment to tackle racial injustice. In June 2020, Sky earmarked £30million over the three years to improve Black and minority ethnic representation at all levels within Sky; make a difference in communities impacted by racism; and use the power of its voice and platform to highlight racial injustice.



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### [Fight Channel changes its name to SK Fight](#)

From January 1st, 2022, Fight Channel, a specialised channel dedicated to combat sports, became a part of the most successful regional sports brand Sport Klub and changes its name to SK Fight. The concept of the channel, which is unique in Europe in terms of its content, will not change, so viewers will still have the opportunity to watch live broadcasts of the most important combat competitions. During 2022, viewers will also be able to follow all UFC fights, a total of more than 40 competitions annually.



### [ViacomCBS Commissions BET, Comedy Central and MTV Short Form Series for YouTube, Facebook](#)

ViacomCBS Networks International has greenlit six diverse short form shows exclusively made for YouTube and Facebook from the BET, Comedy Central and MTV International platforms.

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**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.