

What's happening in European Commercial and VOD Broadcasting 14-18 February 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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[Joint Industry Statement by European Media Associations on the Digital Services Act trilogue negotiations](#)

As the Digital Services Act (DSA) reaches its final phase, Europe's media sector reaches out to the negotiating teams with the aim of ensuring that our activities can not only survive but thrive online. As online platforms have become important gateways to access and consume professional media content, their behaviour has serious impacts on media organizations' online activities. This is why we now draw the attention of EU decision-makers to business-critical points of the DSA text, in anticipation of the next inter-institutional negotiations.



[Discovery+ drives Discovery's Winter Olympics performance as streaming audiences in first week surpass total of Pyeongchang 2018](#)

The opening week of competition at Olympic Winter Games Beijing 2022 has driven massive increases in engagement on discovery+ and Eurosport digital services, as well as strong overall linear viewership across Europe. Eight times more viewers are streaming Olympic content compared to the same period for Olympic Winter Games PyeongChang 2018 with total new paid subscribers to Discovery's streaming services already surpassing 2018 with a week of competition still to go.



[ITV Studios partners with Samsung TV Plus for the first time to launch two new channels](#)

ITV Studios is partnering with Samsung TV Plus for the first time to launch two brand new channels in Europe, bringing hours of much loved content to viewers. The new FAST channels, free ad-supported streaming TV, with associated AVOD, include the following: Storylands, a brand new channel set to become the home for the best European drama; and a dedicated Hell's Kitchen channel, which will feature round-the-clock episodes of the hit US version of the Gordon Ramsay show.



[Mediaset Infinity widens its offer](#)

Mediaset has included the MGM channel in its on demand streaming service platform Infinity providing its clients with an array of titles, including long-running dramas and most loved movies such as 21 and 22 Jump Street, The Pink Panther, The Girl With The Dragon Tattoo and Raging Bull.



[Viaplay and Mikael Håfström to produce 'Stockholm Bloodbath' as major feature film](#)

Viaplay will partner with acclaimed director Mikael Håfström to produce the ambitious historical feature film 'Stockholm Bloodbath'. Set in the year 1520, the film dramatises the dark and complex chain of events that led to an infamous massacre of nearly 100 nobles and civilians in the Swedish capital. The project is the latest in Viaplay's commitment to producing two major English-language films every year about Nordic events and figures, following the biopic 'Hilma', directed by Lasse Hallström (Oscar-nominated for 'The Cider House Rules' and 'My Life as a Dog'), which will premiere later this year.



[An extensive programme volume deal with WarnerMedia](#)

RTL Group announced that its largest business unit RTL Deutschland has signed an exclusive agreement for an extensive, multi-year programme volume deal with the US production company Warner Bros. Entertainment. Starting from Q1/2022, RTL Deutschland will receive access to exclusive films and series, including HBO Max originals, to complement the increasing number of German originals on its rapidly growing streaming service RTL+. In addition, RTL Deutschland will receive exclusive free-TV rights to future feature films and access to Warner Bros.' vast library of high-quality series and feature films across all genres.



[Sky reveals first look at original drama 'The King'](#)

Brand new for 2022, Sky revealed the official trailer for Sky Original 'The King', a high-stakes prison drama starring award-winning Luca Zingaretti (Inspector Montalbano). The eight-

part Italian series directed by Giuseppe Gagliardi (1992, 1993, 1994, Non Uccidere) will air on Sky Atlantic and TV streaming service NOW in April, reinforcing Sky's commitment to providing customers with premium original drama from across Europe.



TF1 Group 2021 full-year results

TF1 Group published its 2021 full-year results: consolidated revenue amounted to €2,427.1 million at end-2021, a sharp increase of €345.4 million year-on-year (+16.6%). It also exceeded the levels recorded at end 2019 (+3.8%). Group advertising revenue was €1,694.6 million, a year-on-year rise of €211.3 million (+14.2%), up +2.6% versus 2019. Robust demand in advertising spaces was confirmed throughout the year.



ViacomCBS unveils new company name, global content slate and international expansion plans for Paramount+ at investor event

ViacomCBS announced that the global media company will become Paramount Global (referred to as "Paramount"), effective February 16, bringing together its leading portfolio of premium entertainment properties under a new parent company name. In addition to the name change, the company detailed plans to accelerate the global momentum behind Paramount+, unveiling new content, enhanced product offerings and continued international expansion at its investor event.

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.

