

## What's happening in European Commercial and VOD Broadcasting 7-11 March 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.

- [Hollywood Channel celebrates the 94th edition of the Oscars with a cycle of emblematic films](#)
- [ITV2 partner with campaign against living miserably \(Calm\) for second year of Youth Mental Health Campaign](#)
- [Mediaset for Ukraine](#)
- [Viaplay explores 'The Meaning of Life' in next original drama](#)
- [ProsiebenSat1 closes 2021 with revenue growth of 11%; adjusted EBITDA increases by a considerable 19%](#)
- [Women united](#)
- [Sky receives 10 nominations for the Royal Television Society Programme Awards 2022](#)



### [Hollywood Channel celebrates the 94th edition of the Oscars with a cycle of emblematic films](#)

Canal Hollywood turns to the most important awards in the film industry during the days prior to the delivery of the statuettes. From 18 to 27 March (the 94th edition of the Oscars will be held on 28 March), Canal Hollywood will offer every night at 10:00 p.m. a selection of titles starring the most successful actors and actresses on a scale world, among which are former winners and nominees for this award.



### [ITV2 partner with campaign against living miserably \(Calm\) for second year of Youth Mental Health Campaign](#)

ITV2 is continuing its partnership with charity CALM for a second year with a new campaign launched this week, encouraging young people to do what works for them to cope with life's ups and downs. The campaign follows on from a successful first year of partnership, which encouraged 1.1 million young people to take action to help them feel better able to cope with life's ups and downs.



### [Mediaset for Ukraine](#)

On 3 March "Mediaset for Ukraine" was launched through Mediaset's TV networks, news programmes, radio programmes, websites and social networks. The initiative is aimed at raising awareness and providing financial contributions that will be entirely donated to the NGO [Caritas Italiana](#) which is active on site to help families in danger and in urgent need.



### [Viaplay explores 'The Meaning of Life' in next original drama](#)

A star cast of Swedish screen talents will portray the complex balance between family life, self-fulfillment and social pressures in the new Viaplay Original 'The Meaning of Life'. Celie Sparre ('The Truth Will Out') and Helena af Sandeberg ('Dough') play the lead roles in the eight-part series, which is created by Maria Nygren ('The Lawyer') and Tove Eriksen Hillblom ('Solsidan') and produced by FLX. 'The Meaning of Life' will premiere exclusively on Viaplay in autumn 2022.



### [ProSiebenSat1 closes 2021 with revenue growth of 11%; adjusted EBITDA increases by a considerable 19%](#)

ProSiebenSat.1 Group grew dynamically in 2021: Group revenues increased by 11% year-on-year to EUR 4,494 million (previous year: EUR 4,047 million); organically, Group revenues also grew with a clear plus of 10%. The biggest growth driver was the Entertainment segment, with significantly higher advertising revenues than expected at the beginning of the financial year.



### [Women united](#)

RTL Group and its companies highlighted International Women's Day on 8 March by celebrating the achievements of women, while calling for gender equality. RTL Group is committed to making every level of the organisation more diverse with regard to nationality, gender, age, ethnicity, religion and socio-economic background – with a special emphasis on gender diversity. RTL Group's long-term ambition is for women and men to be represented equally across all management positions.



### [Sky receives 10 nominations for the Royal Television Society Programme Awards 2022](#)

Sky received 10 nominations for the 2022 Royal Television Society Programme Awards, with nods for comedy, drama, arts, documentary and sports. The nominations are available [here](#).

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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.