

## What's happening in European Commercial and VOD Broadcasting 14-18 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.

- [AMC releases the first trailer and official poster of the new episodes of 'Fear the Walking Dead'](#)
- [Discovery secures exclusive rights to the Masters in Norway and Sweden](#)
- [Broadcasters unite to create 'passports' to support inclusion](#)
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### [AMC releases the first trailer and official poster of the new episodes of 'Fear the Walking Dead'](#)

AMC television channel unveiled the first trailer and the official poster for the second half of the seventh season of 'Fear the Walking Dead', which premieres exclusively in Spain on 18 April.



### [Discovery secures exclusive rights to the Masters in Norway and Sweden](#)

Golf fans in Norway and Sweden will be able to enjoy one of the most prestigious events on the sports calendar after Discovery Sports secured the rights to broadcast the Masters Tournament on its platforms.



### [Broadcasters unite to create 'passports' to support inclusion](#)

Seven of the UK's main broadcasters have come together to create access and inclusion 'passports' that will remove barriers and support better inclusion of disabled people and other colleagues at work. Channel 4, ITV, BBC, STV, UKTV, S4C and Paramount UK have consulted to agree a similar approach which will see broadcasters encouraging staff to communicate their adjustment needs. The access and inclusion passports, adopted from an initiative formally introduced at the BBC in 2019, will be confidential and will support

conversations with line managers to ensure disabled colleagues and others get the right support they need at work.



### [Mediaset renews its commitment welcoming the new president of Minors and Media Committee](#)

On 11 March 2022 Gina Nieri, Mediaset Group's Executive Director, met Jacopo Marzetti, the newly elected President of "Comitato Media e Minori". During the meeting, Mediaset reconfirmed its thirty-year commitment to protect the youngest television audience, proven by the many activities carried out within the Media and Minors Committee and through several initiatives promoted at a European level, as Gina Nieri recalled. President Marzetti reiterated the will of the "Media and Minors Committee" to strengthen the relationship with television publishers to offer, in a continuously evolving media market, a programming suitable also for new generations of viewers.



### [Viaplay renews hit Danish drama 'Face to Face'](#)

Viaplay has commissioned a third and final season of its acclaimed Danish psychological crime drama 'Face to Face'. The innovative series is headlined by Hollywood star Lars Mikkelsen ('The Witcher'; 'House of Cards') and each episode offers an intense and visually compelling experience structured around a single conversation. 'Face to Face' is created and directed by award-winning Christoffer Boe ('Warrior'; 'A Taste of Hunger') and produced by Miso Film, and the new season will premiere exclusively on Viaplay later this year.



### [Pluto TV to launch in the Nordics](#)

Paramount's linear free ad-supported streaming offering Pluto TV is to launch in Sweden, Denmark, and Norway on 18 May. The Paramount Global streaming service will partner with NENT's Viafree service for 210 curated and exclusive live, linear channels.



**RTL Group full-year results 2021**

RTL Group reports record Group profit of €1.5 billion, strong growth in streaming subscribers and significant TV consolidation moves. Group revenue increased 10.3 per cent to €6,637 million (2020: €6,017 million), mainly due to strong growth of TV advertising revenue in the second, third and fourth quarters of 2021, of Fremantle and of the streaming businesses.



**Sky News and IRN sign broad distribution deal to continue to provide news content to millions across the UK**

Sky News has agreed a new multi-year deal with IRN (Independent Radio News) to continue distributing news, business, sports and entertainment audio content to commercial radio stations across the UK, reaching over 24 million listeners.



**The Walt Disney Company Celebrates 6 wins at the 2022 EE British Academy Film Awards**

The Walt Disney Company received a total of 6 Awards at the EE British Academy Film Awards which took place on Sunday, March 13, 2022, hosted by Rebel Wilson. Please see the complete list [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.