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What's happening in European Commercial and VOD Broadcasting 21-25 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.

- ACT position paper on the European Media Freedom Act
- ITV announces new £80m Diversity Commissioning Fund
- Mediaset International now available
- Viaplay's acclaimed `Those Who Kill' returns for new season
- Tanya Giles on the streaming future
- Taking steps for a safe and inspiring culture
- Formula 1 on Sky Sports is back and bigger than ever with the arrival of HDR
- <u>'Survivor'</u> starts broadcasting in Serbia, Croatia, Bosnia and Herzegovina and Montenegro



ACT position paper on the European Media Freedom Act

The Association of Commercial Television and Video on Demand Services (ACT) welcomes the European Commission's intent to safeguard the pluralism, independence and sustainability of the media in the EU. Read here an outline of the actions we believe can help achieve these goals.



ITV announces new £80m Diversity Commissioning Fund

ITV announced plans to reserve £80m of its content commissioning budget over the next three years to drive change towards racial equity and disability equity. Of this amount, at least £20m will be reserved for content made by Black, Asian and minority ethnic-led and disabled-led production companies. ITV has also created a new £500k development fund to develop ideas that will qualify for the Diversity Commissioning Fund.



Mediaset International now available

Mediaset International is the international SVOD service in Italian that offers live streaming of the Mediaset Italia and TGCOM24 channels, as well as on-demand content available for foreign countries. It features TV programmes, fiction, news, documentaries and films without advertising and almost simultaneously with the Italian broadcast. Mediaset International offers a range of live and on-demand content wider than that available for free on Mediaset Infinity and can be accessed globally via App.

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Viaplay's acclaimed 'Those Who Kill' returns for new season

Viaplay will premiere a new season of its hugely successful Danish crime drama `Those Who Kill' in early 2023. The series is one of the most viewed Viaplay Originals and Natalie Madueño (`The Rain'; `Follow the Money') will reprise her lead role as a psychological profiler forced to confront the darkest recesses of the human psyche. `Those Who Kill' is produced by Miso Film.



Tanya Giles on the streaming future

Tanya Giles is the Chief Programming Officer of Streaming for Paramount, overseeing the programming decisions for Paramount+ and Pluto TV. Since starting the role in June 2021, she's been focused on creating the team that decides what content gets a greenlight and what franchises are reignited or extended. Read Tanya Giles' interview here.



Taking steps for a safe and inspiring culture

RTL Nederland together with Talpa Network takes initiative to create an agreement for a safe and inspiring working environment for the whole Dutch media industry. The two companies have taken the first steps towards a media-wide agreement to create a safe and inspiring working environment for programme makers, participants and others involved in productions.



Formula 1 on Sky Sports is back and bigger than ever with the arrival of HDR

Sky Sports has revealed fans will be able to get closer to the action on track than ever before with the 2022 Formula 1 season set to be broadcast in High Dynamic Range (HDR) for the first time in its history. The new Formula 1 season is here as the sport enters an exciting new era with countless talking points, new rules, new cars, new driver pairings and new rivalries, all available for fans to view in UHD HDR for the first time.



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<u>'Survivor' starts broadcasting in Serbia, Croatia, Bosnia and Herzegovina and Montenegro</u>

Broadcasting of 'Survivor', one of the most popular entertainment and competition show programs, began on 15 March on United Media TV channels. On weekdays, viewers of Nova TV in Croatia, Nova BH in Bosnia and Herzegovina, Nova S in Serbia and Nova M in Montenegro can watch the competition of 20 candidates from across the region who will do their best to reach the ultimate goal and the end of the competition.

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.