

What’s happening in European Commercial and VOD Broadcasting 11-15 April 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.

- [AV Sector Joint Statement on the EAO’s report on the Circulation of European Films](#)
- [AMC premieres exclusively the new episodes of its original series 'Fear the Walking Dead'](#)
- [Discovery and AT&T Close WarnerMedia Transaction](#)
- [ITV wins Best Broadcaster at Edinburgh TV’s New Voice Awards](#)
- [Over 2.2 million euros already raised from “Mediaset for Ukraine”](#)
- [Viaplay launches 'The Hunt for Jasper S.' as next Dutch Viaplay Original](#)
- [Sky will tackle digital inequality and enhance skills of 250,000 people with £10m fund to address digital exclusion](#)
- [Disney Planet Possible: Sharing the actions we’re taking to protect the planet](#)



[AV Sector Joint Statement on the EAO’s report on the Circulation of European Films](#)

Organisations, representing key stakeholders in the film and audiovisual creation, production and distribution value chain welcome the findings of the latest European Audiovisual Observatory (EAO) study on the “Circulation of European films on VOD and in cinemas”, complementing the EAO’s Yearbook 2021/2022 Key Trends.



[AMC premieres exclusively the new episodes of its original series 'Fear the Walking Dead'](#)

On 18 April, the AMC television channel premieres the second half of the seventh season of 'Fear the Walking Dead' exclusively in Spain. The first episode will also premiere in Spain simultaneously on three other AMC Networks International television channels: SELEKT , DARK and XTRM .



[Discovery and AT&T Close WarnerMedia Transaction](#)

Discovery, Inc. and AT&T Inc. announced that they have closed their transaction to combine the WarnerMedia business with Discovery. The combination creates a premier standalone global media and entertainment company, Warner Bros. Discovery, Inc.



[ITV wins Best Broadcaster at Edinburgh TV's New Voice Awards](#)

ITV has won Best Broadcaster for New Talent at The Edinburgh TV Foundation New Voice Awards, for identifying, nurturing and retaining new talent from a range of backgrounds. In association with the Edinburgh TV Festival, The New Voice Awards celebrate emerging writers, presenters and directors as well as broadcasters, agencies and production companies - recognising the best undiscovered creatives and the companies who do the most to support them.



[Over 2.2 million euros already raised from "Mediaset for Ukraine"](#)

After just one month since its launch, Mediafriends's fundraiser campaign "Mediaset for Ukraine" has significantly succeeded in supporting NGO Caritas Italiana with economic resources coming from its viewers and aimed at the reception of families, the transport of refugees and the provision of personnel specialized in the care of children and the elderly.



[Viaplay launches 'The Hunt for Jasper S.' as next Dutch Viaplay Original](#)

Viaplay and Pupkin will produce the true crime drama 'The Hunt for Jasper S.' as the next scripted Viaplay Original in the Netherlands. The series tells the story of one of the most notorious murder cases in the country's history and is one of the first Dutch productions to employ the globally successful Nordic noir aesthetic. 'The Hunt for Jasper S.' (Dutch title: 'De Jacht op Jasper S.') will premiere exclusively on Viaplay in the Netherlands and across Viaplay's markets.



[Sky will tackle digital inequality and enhance skills of 250,000 people with £10m fund to address digital exclusion](#)

Sky is setting an ambitious new goal to tackle digital inequality and provide support to a quarter of a million digitally excluded people through a new £10m fund. The new programme – Sky Up – will support people to succeed in a digital age, ensuring that those who are most at risk of being digitally excluded are given access to the right skills,

technology, and connectivity. The programme will see £10m invested to level up communities in the markets that Sky operates in and ensure no-one is left behind in the digital world.



Disney Planet Possible: Sharing the actions we're taking to protect the planet

For nearly a century, we at Disney have found inspiration in the wonders of the world and have taken action to support a healthier planet for people and wildlife around the globe. That includes reducing our environmental footprint, caring for wildlife and their habitats, and creating stories that inspire action. We call these collective efforts, Disney Planet Possible — tangible actions we're taking to put possibility into practice and inspire optimism for a brighter, more sustainable future.

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.