

What's happening in European Commercial and VOD Broadcasting 19-22 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.

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[AMC Networks International strengthens its documentary and factual brands with AMC BREAK and AMC CRIME](#)

Starting on 19 April, AMC Networks International Southern Europe changes its BLAZE and Crime + Investigation television channels to AMC BREAK and AMC CRIME, respectively, renewing the graphic identity of both brands, which incorporate new premium titles to their catalog. In this way, the company consolidates its factual and documentary offer, the largest and most varied within pay television thanks to its more than 2,000 hours of annual premiere content.



[ITV announce details for the The Queen's Platinum Jubilee Celebration](#)

Dame Helen Mirren, Damian Lewis, Omid Djalili and Tom Cruise lead an all-star cast of British and international talent celebrating Her Majesty The Queen's Platinum Jubilee. This celebratory event will be broadcast live on ITV from the private grounds of Windsor Castle on Sunday 15th May and is the first televised event to mark this historic occasion.



[Mediaset's Mythematics got US patent](#)

Mythematics, Mediaset's audiovisual content tagging project for the strategic exploitation of metadata, has obtained the patent, and the consequent intellectual property right, in the United States, a new important milestone in addition to the 2019 Italian patent. All types of content are covered: from 2015 to date, Mythematics has led to the tagging of 16,600 content files. A great work that has produced a unique information heritages, able to describe Mediaset's present and archive content, extended in recent years also to the content of the OTT platforms.



Viaplay to show Professional Fighters League in 10 European countries

Viaplay and the Professional Fighters League (PFL) have agreed a long-term partnership that makes Viaplay the live streaming home of PFL mixed martial arts (MMA) events in 10 European markets. Starting 20 April, fight fans can follow over 25 shows every year from one of the world's best and fastest-growing MMA promotions - and the only one to follow a league format - as part of Viaplay's unique portfolio of premium live sports.



Paramount Makes Nickelodeon Content Available for Ukrainian Refugees in Europe

Paramount Global has launched further initiatives for Ukrainian refugees with a focus on providing them with free Nickelodeon kids' content on various platforms in Europe and beyond. In addition to a \$1 million donation to support humanitarian relief organizations, which the entertainment giant previously unveiled, children and their families who have fled Ukraine to neighbouring regions will get access to various Nickelodeon content in the Ukrainian language via free, advertising-supported Pluto TV channels, linear TV, as well as on the Nickelodeon and Nick Jr. channels on YouTube.



Ghostly apparition appears in The Lake District to launch Sky's brand-new supernatural crime thriller 'The Rising'

A ghostly apparition appeared on the banks of Derwentwater, Lake District to mark the launch of Sky's brand-new supernatural crime thriller 'The Rising'. Appearing in the early hours of the morning, the eerie figure began to rise from beneath the water set against the dramatic backdrop of the mountains. Created using cutting edge technology the visual was, in fact, a hologram depicting lead character Neve Kelly (Clara Rugaard), to launch the brand-new, Sky Original series 'The Rising'.

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.