PAGE | 1

What's happening in European Commercial and VOD Broadcasting 28 March – 1 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.

- Media sector welcomes political agreement on the Digital Markets Act
- Odisea pays tribute to World Earth Day with a special program in April
- A new era of speedway GP in Poland
- UK's toughest entertainment show Ninja Warrior UK returns to ITV
- Mediaset Group awarded with 2021 WHP recognition for Health promotion in the workplace
- NENT Group proposes rebrand to Viaplay Group
- Paramount+ Forges Long-Term Partnership with French Studio Gaumont
- RTL Hungary dominates
- Sky secures a record 27 nominations at the BAFTA Television Awards
- NOVA S celebrates its third birthday



Media sector welcomes political agreement on the Digital Markets Act

The media sector welcomes the political agreement on the DMA proposal as a significant step towards curtailing the market dominance of gatekeeper platforms and restoring competition. A broad coalition from the European media sector, including public and commercial broadcasters, radios and the press, welcomes the provisional agreement reached yesterday evening on the Digital Markets Act (DMA).



Odisea pays tribute to World Earth Day with a special program in April

On the occasion of World Earth Day (22 April), the television channel Odisea, produced by AMC Networks, dedicates from 6 April and throughout the month, a special programming focused on the consequences of climate change in our closest environment (Mediterranean Sea) and the reaction of society to this phenomenon.



A new era of speedway GP in Poland

Discovery Sports Events, the global FIM Speedway Grand Prix promoter, has announced its plans to broadcast the individual speedway world championships in Poland. All the events taking place in Poland will be broadcast on the nationwide, free-to-air channel TTV, and each round of the series will be available live and on demand on Eurosport in Player.

PAGE | 2



UK's toughest entertainment show Ninja Warrior UK returns to ITV

Ninja Warrior UK, the toughest series on TV, is about to get tougher as a revamped, high octane new season returns to ITV and ITV Hub. Potato, the award-winning ITV Studios label behind The Chase, Beat The Chasers and Moneyball, has confirmed that the hit TV entertainment series Ninja Warrior UK will be back, but this time it's bigger, faster, harder, and complete with an all-new competition structure.



Mediaset Group awarded with 2021 WHP recognition for Health promotion in the workplace

For the fifth consecutive year, Mediaset Group has obtained the certification "Workplace that Promotes Health - European Network for Workplace Health Promotion", recognised at European level and awarded to companies that have implemented good practices aimed at making the working environment increasingly favourable to promoting the health of their employees. Since 2017, Mediaset Group has joined the "Promotion of health in the workplace - Workplace Health Promotion - WHP Lombardia" programme, promoting concrete initiatives in the field of healthy eating, safe and sustainable mobility, physical activity, work / life balance, anti-smoking, contrast to addictions.



NENT Group proposes rebrand to Viaplay Group

Nordic Entertainment Group (NENT Group) will propose a rebrand of the company to Viaplay Group. The proposal reflects NENT Group's strategic focus on the Viaplay streaming service and its ongoing international expansion and continued Nordic growth. Viaplay is NENT Group's most recognisable brand and the only one present in all its markets, and the company's largest single revenue-generating unit. Viaplay is today available in 11 countries, with at least 16 countries planned by the end of 2023, and aims to have approximately 12 million subscribers by the end of 2025.



Paramount+ Forges Long-Term Partnership with French Studio Gaumont

Paramount+, the global streaming service of recently rebranded Paramount, forged a three-year partnership with Gaumont, the storied French studio behind Netflix's "Lupin" and "Narcos," to jointly produce a slate of high-end original shows for its growing subscribers around the world.

PAGE I 3



RTL Hungary dominates

Out of 19 nominations in 13 categories, programmes and individuals from RTL Hungary took home a total of six awards in the ninth edition of the Hungarian Television Journalism Awards. The Hungarian Television Journalism Awards, which were first awarded in 2014, use traditional aspects and critical review to reward ambitious performances of television journalism in Hungary. RTL Hungary also won a total of six awards at the eight edition of the Hungarian Television Journalism Awards in September last year.



Sky secures a record 27 nominations at the BAFTA Television Awards

Sky has been nominated for a total of 27 Virgin Media British Academy Television Awards and Television Craft Awards, a record for the company. Sky's nominations cover a range of genres, including entertainment, factual, sport and news, as well as drama and comedy.



NOVA S celebrates its third birthday

Nova S Television has been conquering the market for three years and is celebrating this birthday as the most watched cable channel in Serbia. The viewer ratings confirm, day-to-day, that viewers recognise quality content, and in order to justify their trust, the channel constantly works on improving existing formats and expanding the program offer.

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.