

What's happening in European Commercial and VOD Broadcasting 16-20 May 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 BREAK exclusively premieres 'Serena Williams, the great controversy', a documentary about the controversial women's final of the US Open 2018](#)
- [Tomorrow Studios inks deal with Frank Spotnitz's Big Light Productions](#)
- [Mediaset Infinity launched four new cinema channels](#)
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[AMC BREAK exclusively premieres 'Serena Williams, the great controversy', a documentary about the controversial women's final of the US Open 2018](#)

On 20 May, the television channel AMC BREAK, produced by AMC Networks International Southern Europe, premieres 'Serena Williams, the great controversy' exclusively in Spain. The documentary from the prestigious American network ESPN delves, from the hand of three-time Pulitzer Prize winner Don Van Natta Jr., into one of the most controversial Grand Slam finals in the history of women's tennis.



[Tomorrow Studios inks deal with Frank Spotnitz's Big Light Productions](#)

Tomorrow Studios, an ITV Studios partnership, today announced a first-look deal with Big Light Productions, the London-based production company founded by Golden Globe and Peabody Award-winning producer and writer Frank Spotnitz (Leonardo, Medici, The X-Files, The Man in the High Castle).



[Mediaset Infinity launched four new cinema channels](#)

Mediaset Infinity, Mediaset's AVOD and SVOD video content platform, enriched its offer with four new channels dedicated to cult, comic, noir and auteur Italian cinema: CineAutore, with the great classics and auteur films, lighter films in CineBmovie, great comic cinema of CineComico and the deep Italian black tradition in CineDark.



NENT Group is now Viaplay Group

Viaplay Group, the international streaming challenger, has formally changed its name and brand from Nordic Entertainment Group (NENT Group), following approval by shareholders at its Annual General Meeting (AGM) on 18 May. The change reflects the company's strategic focus on the Viaplay streaming service, and its ongoing international expansion and continued Nordic growth. Viaplay will have a market presence in at least 21 countries by the end of 2023, including at least 16 direct-to-consumer markets for the Viaplay app and at least five partner markets for the Viaplay Select branded content concept. The company aims to have approximately 12 million Viaplay subscribers by the end of 2025.



Pluto TV Launches in Nordics, Unveils Programming Line-Up

Pluto TV, a Paramount company and leading provider of Free Ad-Supported Streaming Television (FAST), expanded to the Nordics, launching in Sweden, Denmark and Norway. The service unveiled a vast programming line-up that features more than 70 unique and locally curated channels now live in each country.



Sky announces more original shows than ever before at UP NEXT 2022

Sky announced its largest ever slate of new programming to be shown through 2022 and beyond, including a raft of new commissions across drama, comedy and original film. Announced at the Up Next 2022 event at Theatre Royal, Drury Lane today, hosted by Claudia Winkleman, Sky will launch over 200 Sky Original shows across all genres this year – a 60% increase from 2021 and testament to Sky's investment in the UK creative economy.



WARNER BROS. DISCOVERY

More matches, more analysis and more storytelling: Warner Bros. Discovery Sports enhances Roland-Garros viewer experience in 2022

The first tournament production of Warner Bros. Discovery Sports' new multi-year agreement with the Fédération Française de Tennis (FFT) – an event first broadcast by Eurosport in 1989 – is going even further to offer sports fans an unmatched 360-degree tennis experience. Featuring long-form documentaries, short new formats, groundbreaking analysis as well as extensive reporting and updates across its Eurosport.com and local market news sites to complement the live action – Warner Bros. Discovery Sports will be the exclusive go-to destination for tennis fans this May and June.

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.