PAGE | 1

What's happening in European Commercial and VOD Broadcasting 23-27 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.

- UEFA Women's Champions League Final watched by a peak of 372,000 on ITV4
- Medusa Film on the Croisette with "Nostalgia"
- MTV EMAs Heads to Dusseldorf for 2022
- ProSiebenSat.1 confirms full-year outlook for 2022
- The Queen's Platinum Jubilee on Sky News
- `It Could Have Been Us' is Viaplay's latest original documentary film



UEFA Women's Champions League Final watched by a peak of 372,000 on ITV4

The UEFA Women's Champions League Final was watched by a live peak audience of 372,000 on ITV4 on 21 May. Following a deal announced last week with rights holders DAZN, the match between Barcelona and Lyon was made available free to air on ITV4 and ITV Hub.



Medusa Film on the Croisette with "Nostalgia"

Medusa Film, Mediaset's distribution and production company, presented Mario Martone's "Nostalgia" at the 75th Cannes Film Festival on 24 May. The film, an Italian-French co-production starring Pierfrancesco Favino, will be then distributed in theatres as of 25 May 2022.



MTV EMAs Heads to Dusseldorf for 2022

Paramount revealed Dusseldorf in Germany will be the host city for the 2022 MTV European Music Awards. The awards will take place at the PSD Bank Dome on 13 November. It is the sixth time the event will have been hosted in Germany since 1994.



PAGE | 2



ProSiebenSat.1 confirms full-year outlook for 2022

ProSiebenSat.1 Group closed the first quarter of 2022 in line with its expectations. The Group increased its revenues by 2% year-on-year to EUR 954 million (previous year: EUR 938 million). This development was driven by the significant growth in the Group's advertising revenues.



The Queen's Platinum Jubilee on Sky News

Sky News has announced its coverage plans for The Queen's Platinum Jubilee, when the country will come together to celebrate 70 years of service by Her Majesty The Queen. From Thursday 2nd June, across TV, digital, audio and social media, Sky News will get audiences closer to the showstopping public events and iconic royal moments of this historic occasion.



'It Could Have Been Us' is Viaplay's latest original documentary film

A journey back to a dark time in Swedish history is the theme of `It Could Have Been Us', Viaplay's next original documentary film. Presented by Emma Örtlund and Ida Johansson, stars of Viaplay's Kristallen-nominated feature `Catwalk', `It Could Have Been Us' relates the experiences of people with disabilities who were confined to institutions across the country from the start of the 20th century. The film is directed by award-winning filmmaker Björn Tjärnberg and will premiere exclusively on Viaplay in 2023.

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.