PAGE | 1

What's happening in European Commercial and VOD Broadcasting 30 May – 3 June 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.

- SundanceTV exclusively premieres 'Helsinki: Unidad de Menores', presented at the Berlinale Series and awarded at the Monte Carlo Festival
- <u>belN MEDIA GROUP and Microsoft Expand Collaboration to Accelerate the Media</u> Industry's Cloud Adoption and Digital Transformation
- ITV and Twitter sign multi-year partnership with expanded content offering for UK audiences
- Sky Sports partners with UK broadcasters to make World Cup qualifier available to all
- Viaplay announces `There's Something Going On' as next original film
- Eurosport enjoys biggest week for seven years with record-breaking Roland-Garros start and Giro d'Italia finale

AMC NETWORKS. INTERNATIONAL

<u>SundanceTV exclusively premieres 'Helsinki: Unidad de Menores', presented at the</u> Berlinale Series and awarded at the Monte Carlo Festival

On 16 June, the television channel SundanceTV, produced in Spain by AMC Networks International, exclusively premieres 'Helsinki: Unidad de Menores' (original title 'Pala sydämestä'), selected for the Berlinale Series Market 2021 and awarded the Golden Nymph at the 2021 Montecarlo Festival. Each of the eight episodes of this social drama about the Helsinki Child Protection Unit details the case of a child in danger, his family's concern and the unit's work to solve it.



beln MEDIA GROUP and Microsoft Expand Collaboration to Accelerate the Media Industry's Cloud Adoption and Digital Transformation

Global sports and entertainment broadcaster, beIN MEDIA GROUP ("beIN"), and Microsoft have reinforced their commitment to transform the media sector and reinvent the broadcast experience by signing a Memorandum of Understanding (MoU) that furthers their longstanding partnership. The agreement will see beIN and Microsoft combine their expertise to develop creative products and solutions to offer unique fan engagement and experience services for the upcoming FIFA World Cup Qatar 2022TM and beyond.

PAGE | 2



ITV and Twitter sign multi-year partnership with expanded content offering for UK audiences

ITV and Twitter announced a new multi-year content partnership in the United Kingdom, which will bring the best of the broadcaster's output to the platform alongside new bespoke content activations. The partnership will bring over 1,200 real-time highlights from one of Europe's largest content providers to Twitter, including must-watch events that get the country talking such as Love Island or I'm a Celebrity... Get Me Out of Here!



Sky Sports partners with UK broadcasters to make World Cup qualifier available to all

On Sunday 5 June, everyone in the UK will be able to watch Wales take on either Scotland or Ukraine in the FIFA World Cup Play-Off Final. The important fixture will see the winner securing a place at the FIFA World Cup finals in Qatar this November and will be available free to air on ITV in England, S4C in Wales and STV in Scotland, following agreements between Sky Sports and the British public service broadcasters.



Viaplay announces 'There's Something Going On' as next original film

The latest feature film in Viaplay's ongoing investment in unique Nordic storytelling is `There's Something Going On', an ambitious Swedish drama that explores universal themes of love, angst and the search for oneself. The main character, Petra, is portrayed at two turning points in her life by Alexandra Rapaport (Viaplay's `Honour'; `The Hunt') and Ella Hammarsten Liedberg (`Badehotellet') in her first film role, alongside an all-star supporting cast. `There's Something Going On' is based on bestselling novels by Martina Haag, who makes her directorial debut, and will premiere exclusively on Viaplay in 2023.



Eurosport enjoys biggest week for seven years with record-breaking Roland-Garros start and Giro d'Italia finale

A blockbuster showing on Eurosport delivered its biggest week in seven years, attracting more television viewers in a single week than any time since 2015. At the same time, more and more people are streaming sport on discovery+ with Eurosport's coverage on the platform seeing a 26% jump in unique video viewers over the past week (vs 2021). A record week has been driven by the best ever opening week to Roland-Garros on Eurosport and its channels, which has covered the pinnacle of the clay court season for more than 30 years. Audiences on Eurosport 1 increased by 43% (vs 2021) and were up 24% on Eurosport 2.



PAGE I 3

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.