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# What's happening in European Commercial and VOD Broadcasting 6-10 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.

- Odisea celebrates World Oceans Day with a special program for the month of June
- <u>belN SPORTS Draws 87.8+ Million Viewers for Liverpool vs. Real Madrid UEFA Champions</u> League Final
- ITV's coverage of Wales v Ukraine watched by 4.6 million viewers
- Mediaset celebrates World Oceans Day with a sea of love
- Pluto TV Teams with Têtu for LGBTQ+ Channel
- Martin Freeman & Daisy Haggard return for the third instalment of critically acclaimed comedy series 'Breeders' available from 13 July on Sky Comedy & NOW
- Live Life' is Viaplay's next Original for young adults
- <u>Virgin Media Television secures rights to UEFA Nations League, European Qualifiers to UEFA EURO 2024 and European Qualifiers to 2026 FIFA World Cup</u>



### Odisea celebrates World Oceans Day with a special program for the month of June

The television channel Odisea, produced by AMC Networks International Southern Europe, premieres on 8 June., the special 'Month of the Oceans', a program that, on the occasion of World Oceans Day, will be run throughout the month of June to bring viewers closer to the secrets of our seas and their fascinating inhabitants.



## <u>belN SPORTS Draws 87.8+ Million Viewers for Liverpool vs. Real Madrid UEFA Champions</u> <u>League Final</u>

beIN MEDIA GROUP's flagship sports channel beIN SPORTS saw viewership numbers soar last month during the eventful UEFA Champions League final match in Paris' Stade de France – drawing approximately 88 million viewers for the stand-alone finale according to IPSOS figures.



#### ITV's coverage of Wales v Ukraine watched by 4.6 million viewers

ITV's coverage of the World Cup play-off between Wales and Ukraine peaked with 4.6 million viewers. An average of 2.3 million viewers and 17 per cent audience share watched as Wales won 1-0 to claim a place in the World Cup Finals for the first time since 1958.

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#### Mediaset celebrates World Oceans Day with a sea of love

The ocean deserves a sea of love: this is the claim of the massive awareness campaign Mediaset has launched to support the UN World Oceans Day on the 8th of June. In collaboration with the Aquarium of the city of Genoa, a spot inviting everyone to take care of our seas will be aired on TV, radio and the web. Furthermore, the graphic design and programming of the flagship channels Canale 5, Italia Uno, Rete4 and Focus will be entirely dedicated to the topic with a collection of insights, infographics, data and tips on how to improve individual behaviours and protect the marine environment, one of the most important resources for our life and future. Finally, Mediaset will contribute to the financing of a documentary on the safeguarding of oceans as part of the "Infinity Lab" project, the Infinity + laboratory created to promote independent filmmakers.



#### Pluto TV Teams with Têtu for LGBTQ+ Channel

Pluto TV has partnered with Têtu, an LGBTQ+ media company in France and the French-speaking world, to bring the brand to streaming for the first time. The Têtu channel has launched in France on Pluto TV and Têtu's website. The locally programmed channel offers a wide variety of content reflecting Têtu's goal to further the LGBTQ+ community's voices.



Martin Freeman & Daisy Haggard return for the third instalment of critically acclaimed comedy series 'Breeders' available from 13 July on Sky Comedy & NOW

Sky Original 'Breeders', the comedy series starring Emmy and BAFTA-winning Martin Freeman (The Responder, Sherlock, Black Panther) and International Emmy and BAFTA-nominated Daisy Haggard (Back to Life, Episodes, Black Mirror) that explores the challenges of modern parenting, returns to Sky Comedy for its third season on Wednesday 13 July.



#### `Live Life' is Viaplay's next Original for young adults

Swedish Kristallen winner Hanna Ardéhn ('Quicksand'), Tina Pour Davoy ('Eagles') and Doreen Ndagire ('Comedy Queen') will headline Viaplay's latest Original for young adults, 'Live Life'. Susanne Thorson ('ALEX') makes her directorial debut with the eight-part drama series, which follows three friends suddenly faced with a devastating turn of events. Currently filming in Stockholm, 'Live Life' is produced by FLX and will premiere exclusively on Viaplay in 2023.







#### TELEVISION

<u>Virgin Media Television secures rights to UEFA Nations League, European Qualifiers to UEFA EURO 2024 and European Qualifiers to 2026 FIFA World Cup</u>

Virgin Media television has announced a major coup for Irish sports fans by securing multiplatform rights to the UEFA Nations League and UEFA Nations League Finals from 2022-2025, UEFA European Qualifiers to UEFA EURO 2024 and European Qualifiers to the 2026 FIFA World Cup.

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#### 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.