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What's happening in European Commercial and VOD Broadcasting 4-8 July 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.

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 <u>steps towards a safer and more trustworthy online environment for consumers and</u>
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- ITV Hub Invites Viewers To Retreat Yourself
- Medset Film's Irréductible successfully premiered in Paris
- Sky announces showcase of innovation at Tech Summit 2022
- United Media to produce a series about the Pink Panthers with Dragan Bjelogrlić
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Adopted DMA & DSA require strong enforcement & complementary legislation to deliver on digital promises

TV & VoD providers welcome the adoption of the Digital Services Act package. Both the Digital Services Act ('DSA') and the Digital Markets Act ('DMA) should shape the European online environment and deliver contestability, trust and accountability to the benefit of European citizens and businesses. Whilst the intentions of the European legislator is clear, these two legislative instruments set the stage for a better regulated online environment, they cannot be the full and definitive answer to all issues online.

TV & VoD statement on network fees

ACT members wish to express their concerns following recent statements on creating a network fee to finance telecom infrastructures. We understand the need for strong, widely available telecoms infrastructure in Europe which, among other things, helps European consumers access high quality TV and VoD services. However, 'taxing' high bandwidth services is counterproductive and risks having unintended consequences, including on consumer rights and net neutrality principles. To this end, we strongly oppose any calls for network fees or other types of 'direct contributions' to finance the ongoing telecoms infrastructure development in Europe.







<u>Digital Services Act: The creative and cultural industries recognise that the DSA takes first steps towards a safer and more trustworthy online environment for consumers and businesses</u>

Creativity Works!, Europe's leading coalition of the creative and cultural industries, recognises that the DSA takes some first welcome steps towards an improved legal framework for fighting the spread of illegal content online and enhanced consumer protection in the digital sphere. However, we believe that the EU institutions have missed an opportunity to ensure that illegal content online is swiftly and permanently removed; and to secure broader transparency regarding the identity of online commercial players. We continue to regard these elements as essential for protecting EU citizens.



ITV Hub Invites Viewers To Retreat Yourself

Four celebrities are about to embrace the unorthodox as they enter a wellness clinic like no other - welcome to Retreat Yourself, launching on 8th July and produced by Twenty Six 03. Commissioned as part of ITV and Campaign Against Living Miserably's ongoing mental wellness campaign, What Gets You Through, Retreat Yourself sees unconventional-wellness guru Donna Preston open the retreat's doors to four famous faces, ready to showcase a series of the weird, wonderful, less than conventional coping mechanisms, proving that self care comes in many shapes and forms.



Medset Film's Irréductible successfully premiered in Paris

Irréductible is the French remake of the Italian best ever box-office hit Quo Vado - starring and directed by Checco Zalone. In France, it is directed by French comedian Jérôme Commandeur, who also stars in the leading role, and produced by Medset Film together with SND, controlled by M6 group. It grossed over \$2 million just in the first week of distribution in France. Medset Film was founded in August 2016 by Mediaset's subsidiary Taodue with the aim of introducing to the public across the Alps the great successes of Italian comedy through the adaptation of the most successful films in the Italian box office. In 2018 Medset Film produced its first film: the French remake of Perfetti Sconosciuti, Le jeu. The movie, co-produced with Mars Cinema from Canal+ Group and with the participation of France Television, Scope Invest and C8, grossed more than € 9.5 million, ranking among the top ten most viewed French films of the year 2018.

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Sky announces showcase of innovation at Tech Summit 2022

Thousands of technologists, entrepreneurs and thought leaders will gather to explore the trends and innovations reshaping our lives at Sky's hybrid Tech Summit 2022 on 7 September. The Sky Tech Summit 2022 brings industry leaders together to explore the tech trends that are changing our lives in a series of keynotes, demos, workshops and immersive experiences.



United Media to produce a series about the Pink Panthers with Dragan Bjelogrlić

United Media has teamed up with the production company Cobra Film, owned by Dragan Bjelogrlić, a notorious Serbian actor, director and producer, for the production of the series "Me, Pink Panther". The series is based on the novel of the same name by Olivera Ćirković, a former member of the Yugoslav national basketball team, who entered the world of crime and became part of the international criminal group "Pink Panther". After her arrest, she spent eight years in the strictest Greek prisons. In an honest confession, she describes all the characters and events she experienced before and after the arrest.



Viaplay becomes home of Hoofdklasse field hockey in the Netherlands

Viaplay has secured the exclusive streaming rights to Hoofdklasse field hockey in the Netherlands in a pioneering long-term agreement with the Hockey Hoofdklasse CV (HHcv), supported by the Royal Dutch Hockey Association (KNHB), which aims to bring the country's second-largest team sport by participation to a broad viewing audience. Starting in September, Viaplay will show nearly 300 live games every season from the women's Hoofdklasse and the men's Tulp Hoofdklasse, the Netherlands' top field hockey leagues, including Dutch-language commentary for most matches.



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Audience growth on every channel and platform sees record half-year for Warner Bros. Discovery Sports in Europe

Warner Bros. Discovery Sports (WBDS) has announced a record first half of the year with double-digit audience and engagement growth on all its channels and platforms so far in 2022. In marked contrast to recent industry trends and expectations, WBDS is witnessing increases on both its linear television channels and digital platforms.

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.