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# What's happening in European Commercial and VOD Broadcasting 8-12 August 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.

- Odyssey pays tribute to World Elephant Day with a special program starting on 12 August
- ITV commissions, Archie, to premiere on ITVX, the story of Cary Grant's life
- Kick off of the second edition of the Executive Program in Creativity by Tgcom24 and Luiss Business School
- H1/2022: RTL Group reports record revenue and 4.5 million paying streaming subscribers
- Sky Studios partners with The Birmingham Rep for the return of writing programme 'Sky Comedy Rep'
- Sports fans rejoice! Virgin Media launches Sports Extra including BT Sport and Premier
   Sports

### AMC NETWORKS.

Odyssey pays tribute to World Elephant Day with a special program starting on 12 August Starting on 12 August, at 4:00 p.m., the Odisea television channel, produced by AMC Networks International Southern Europe, premieres the special 'Among Elephants' on the occasion of World Elephant Day. Within this program the documentaries are released: 'Elephant Hospital', which reveals a sanatorium for these majestic beasts in Thailand and 'Cher and the lonely elephant', which tells the incredible story of a superstar who flies to the other side of the world in amid a pandemic to free a 35-year-old male elephant.



#### ITV commissions, Archie, to premiere on ITVX, the story of Cary Grant's life

ITV commissions, Archie, to premiere on ITVX, the story of Cary Grant's life, starring Jason Isaacs in the leading role, written by BAFTA award winning screenwriter Jeff Pope, and produced by ITV Studios.



### <u>Kick off of the second edition of the Executive Program in Creativity by Tgcom24 and Luiss</u> Business School

Tgcom24, Mediaset S.p.A. all-news channel, and Luiss Business school launched the second edition of the Executive Programme in Creativity and Management of television formats. After last year's success, the Executive Programme, born from the synergy between two excellences in the world of higher education and multimedia, continues to represent an offer open to the whole value chain with significant attention to training new highly skilled professionals.

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#### H1/2022: RTL Group reports record revenue and 4.5 million paying streaming subscribers

RTL Group announced its reviewed results for the six months ending 30 June 2022: Group revenue up 8.7 per cent to €3.3 billion in H1/2022 to a new record level, stable organically. Thomas Rabe, Chief Executive Officer of RTL Group, stated: "RTL Group had a solid first half of the year 2022, despite the growing economic uncertainties resulting from the war in Ukraine, increasing inflation and supply chain issues. Thanks to our investments into streaming and content and the strong performance of RTL Nederland, our first-half revenue reached a new record level of €3.3 billion (...)".



# Sky Studios partners with The Birmingham Rep for the return of writing programme 'Sky Comedy Rep'

Sky Studios and Birmingham Rep have announced the return of 'Sky Comedy Rep,' a joint partnership that aims to discover and nurture emerging comedy writing talent from across the UK, particularly from communities that have traditionally been under-represented in the Arts.



#### **TELEVISION**

# Sports fans rejoice! Virgin Media launches Sports Extra including BT Sport and Premier Sports

Virgin Media is expanding its sports offering by adding Sports Extra to their line-up, which includes channels from BT Sport & Premier Sports. Customers will be able to watch as much sport as they like with the addition of BT Sport 1, 2, and 3, BT Sport ESPN, Premier Sports 1 and 2.

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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.