

What's happening in European Commercial and VOD Broadcasting 11-15 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.

- [AMC+ premieres the heartwarming Icelandic series 'Breakups'](#)
- [Tomorrow Studios to adapt New York Times bestseller FREEDOM](#)
- [Mediaset's campaign to support tourism in Italy](#)
- [New mystery series FROM set to launch on Sky Sci-Fi](#)
- [Viaplay adapts Gulraiz Sharif's 'Listen Up!' as major Norwegian feature film](#)



[AMC+ premieres the heartwarming Icelandic series 'Breakups'](#)

The premium on-demand subscription service AMC+ premieres on 14 July the Icelandic series 'Ruptures', directed and produced by BAFTA-nominated Eva Sigurðardóttir and written by Kolbrún Anna Björnsdóttir and Vala Þórsdóttir. The heartwarming story, spread over eight 50-minute episodes, tells of family ties, new beginnings and letting go of the past.



[Tomorrow Studios to adapt New York Times bestseller FREEDOM](#)

Tomorrow Studios (Physical, Snowpiercer), an ITV Studios partnership, today announced plans to adapt FREEDOM, a masterly novel of contemporary love and marriage by bestselling author Jonathan Franzen, with Scott Free Productions (The Good Fight). Golden Globe Award-winning writer and prolific playwright Melanie Marnich (The Affair, Big Love) will write the TV adaptation.



[Mediaset's campaign to support tourism in Italy](#)

"Let's rediscover the Italian heritage" is the ad campaign that, under the auspices of the Ministry of Tourism, Mediaset will air until the end of July on all networks and multimedia platforms. A series of commercials and short videos will promote the Italian landscape and art masterpieces, inviting the audience to rediscover the beauty of visiting the Italian regions one by one. Moreover, "Mediaset cares about the future" homepage will be dedicated throughout the month to the campaign on art and tourism and will offer in-depth sections on a daily basis.



New mystery series FROM set to launch on Sky Sci-Fi

As fiction fans brace themselves for the channel rebrand of Syfy to Sky Sci-Fi on July 26, it was announced that series FROM, will hit screens on launch day for the very first time in the UK. Brought to viewers by producer John Griffin and exec produced by LOST creators, Jack Bender and Jeff Pinkner, those at home will journey into the unknown with a brand-new series of twists and turns, starring Harold Perrineau (LOST), Catalina Sandino Moreno (A Most Violent Year) and Eion Bailey (Band of Brothers).



Viaplay adapts Gulraiz Sharif's 'Listen Up!' as major Norwegian feature film

Gulraiz Sharif's acclaimed novel 'Listen Up!' will become a major Norwegian film from Viaplay, in partnership with Motlys and Arthaus. A lively and warm exploration of identity, class and family, 'Listen Up!' marks Kaveh Tehrani's (the prize-winning short 'The Manchador') directorial debut feature and is now filming in Oslo. The film joins the World War II drama 'Gold Run' on Viaplay's Norwegian feature slate and will stream on Viaplay following a cinema window in autumn 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.