

## What's happening in European Commercial and VOD Broadcasting 5-9 September 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.

- [European Parliament & Live Content Sectors call for a legislative proposal on piracy of live content in 2023](#)
- [The television channel Odyssey premieres the documentary series 'Jane Goodall: The Hope of Chimpanzees'](#)
- [New Natwest & ITV ads star Alison Hammond as social media and choc factory intern](#)
- [Paramount Global Partners with Adidas to Launch MTV ORIGINALS Music Series](#)
- [SkyShowtime announces official launch date and content line-up](#)
- [TF1 Group awarded at the Grand Prix des Médias CB News 2022](#)
- [Lena Philipsson to star in Viaplay's 'The Street Where I Live'](#)



### [European Parliament & Live Content Sectors call for a legislative proposal on piracy of live content in 2023](#)

On 7 September 2022, prominent MEPs, leaders of the media sector, anti-Piracy experts, legal experts and representatives of sports rights owners and live performances in Europe, urged the European Commission to ensure its 2023 work programme would include a legislative proposal to address piracy of live content.



### [The television channel Odyssey premieres the documentary series 'Jane Goodall: The Hope of Chimpanzees'](#)

On 10 September, the Odyssey television channel, produced by AMC Networks International Southern Europe, premieres 'Jane Goodall: the hope of chimpanzees'. This documentary series filmed over 30 years shows how the emblematic disseminator has managed to create the largest chimpanzee reserve in Africa.



### [New Natwest & ITV ads star Alison Hammond as social media and choc factory intern](#)

NatWest and ITV Backing Business are to launch two new mini-documentary films starring Alison Hammond as an intern at a pair of small business start-ups. The This Morning host, who has so far fronted eight documentaries in the series titled 'The Intern', returns to visit two start-ups, to hear how they have navigated the challenges of starting and running a business and how NatWest has supported them on their journey.



### [Paramount Global Partners with Adidas to Launch MTV ORIGINALS Music Series](#)

Paramount Global has partnered with Adidas to launch a new music series, MTV ORIGINALS. Launched on 24 August, the exclusive music series will give different artists, Bow Anderson, Che Lingo and Self Esteem, the chance to reimagine the iconic Queen track Radio Ga Ga, with inspiration from song creator, Roger Taylor.



### [SkyShowtime announces official launch date and content line-up](#)

New streaming service SkyShowtime announced that it will officially launch on 20 September 2022, bringing its premium offering of exclusive and iconic entertainment to millions of homes across Europe for the first time. A joint venture of Comcast, parent company of NBCUniversal and Sky — and Paramount Global, SkyShowtime will launch in Denmark, Finland, Norway and Sweden on 20 September, before expanding into the Netherlands later this year in Q4.



### [TF1 Group awarded at the Grand Prix des Médias CB News 2022](#)

On the 24th edition of the "Grand Prix des Médias CB News" which took place on 6 September at the Salle Wagram in Paris, the TF1 Group won 3 distinctions. The "Grand Prix des Médias CB News" aims to salute innovation in the media, whether editorially, digitally, marketing or commercially.



### [Lena Philipsson to star in Viaplay's 'The Street Where I Live'](#)

Lena Philipsson, one of Sweden's most successful musical artists, will take on her first lead drama role in the Viaplay Original 'The Street Where I Live'. Philipsson has had no fewer than 13 albums in the country's top 20-chart since her debut in 1984 and represented Sweden in the 2004 Eurovision Song Contest. Inspired by her hit single of the same name, 'The Street Where I Live' is created and written by Viaplay Studios' Mikael Newihl (The Viaplay Original 'Max Anger', nominated for Best European Drama at the 2021 Festival de la Fiction TV in La Rochelle).

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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.