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What's happening in European Commercial and VOD Broadcasting 19-23 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.

- ACT looks to the European Media Freedom Act as a means to balance rights & responsibilities
- AMC+ premieres 'Tales of the Walking Dead', a new spin-off of the dead world with different stories in each episode
- Canal+ secures Champions League until 2027
- ITV commissions true story, The Walk-In, starring Stephen Graham
- Official trailer for Fantasy Football League released ahead of kick off on Sky Max & NOW from 29 September
- Record US Open for Warner Bros. Discovery Sports with soaring streaming and compelling storytelling concluding Grand Slam season
- Viaplay and Dag Johan Haugerud partner for 'Sex Dreams Love' film trilogy



ACT looks to the European Media Freedom Act as a means to balance rights & responsibilities

ACT supports the European Commission's desire to uphold EU media pluralism, independence and sustainability. The publication of the European Media Freedom Act (EMFA) can be an important milestone in devising a new social contract between media and government, in an increasingly digital environment. Thus, ensuring a healthy media ecosystem to promote a vibrant democracy (and combat abusive government practices) and a sustainable economic outlook. This is shared by broadcasters and VoD providers throughout Europe.

AMC NETWORKS. INTERNATIONAL

AMC+ premieres 'Tales of the Walking Dead', a new spin-off of the dead world with different stories in each episode

The streaming service AMC+ exclusively premiered the new series of the growing Universe of The Walking Dead, 'Tales of The Walking Dead', produced by AMC Studios. The spin-off is an anthology series made up of independent episodes focusing on different characters, both new and returning from the original series. Each hour-long episode has its own tone and point of view, with characters having to make life and death decisions. The production allows us to know the apocalypse through different eyes, discovering more worlds, mythology and mysteries of the TWD Universe.

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Canal+ secures Champions League until 2027

Canal+ Group has secured a range of sport rights for multiple years. Canal+ will air the UEFA Champions League and the Europa League up to 2027, the Premier League until 2025, Rugby Top 14 until 2027 and Formula 1 until 2029.



ITV commissions true story, The Walk-In, starring Stephen Graham

ITV commissions true story, The Walk-In, starring Stephen Graham, written by acclaimed screenwriter Jeff Pope, directed by BAFTA award winning, Paul Andrew Williams and produced by ITV Studios. The five-part drama, The Walk-In, is the true story of how a Neo-Nazi plan to kill an MP was foiled by an inside man.



Official trailer for Fantasy Football League released ahead of kick off on Sky Max & NOW from 29 September

Sky released the brand-new official trailer for the return of Fantasy Football League, hosted by Matt Lucas and Elis James, ahead of the series launch on Sky Max & streaming service NOW from Thursday 29 September. Fantasy Football League's return is celebrated in true style with some of football's biggest names offering immediate reaction to Sky's latest signing in this just-released trailer, including the likes of Jeff Stelling, Jamie Redknapp and Micah Richards. Across the 16-episode series football fanatic Andrew Mensah will be joining hosts Matt and Elis, overseeing the celebrity league and sharing weekly comedy highlights from the world of football.



Viaplay and Dag Johan Haugerud partner for 'Sex Dreams Love' film trilogy

Dag Johan Haugerud, one of Norway's most acclaimed directors, will team up with Viaplay to create three interconnected films that explore themes of sexuality, longing and transgression in modern Nordic society. 'Sex', 'Dreams' and 'Love' will feature all-star Norwegian casts and will premiere on Viaplay in 2024 following a cinema window. All three features are produced by Motlys and distributed by Arthaus.



Record US Open for Warner Bros. Discovery Sports with soaring streaming and compelling storytelling concluding Grand Slam season

Warner Bros. Discovery Sports revealed its coverage of the US Open in 2022 has surpassed its viewership and engagement records across all platforms. The tournament made history



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with both singles winners - Poland's Iga Świątek (women's) and Spain's Carlos Alcaraz (men's) – claiming their maiden US Open titles while Flushing Meadows enjoyed record attendances, boosted by the farewell of one of the sport's greatest icons, Serena Williams.

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.