

## What’s happening in European Commercial and VOD Broadcasting 3-7 October 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.

- [CALL TO ACTION – END LIVE PIRACY NOW](#)
- [The television channels Somos and SundanceTV celebrate Spanish Cinema Day with special programming](#)
- [ITV takes home diversity and inclusion accolade at data industry awards](#)
- [“Nostalgia” selected to represent Italy at the 2023 Oscar Awards](#)
- [SpongeBob SquarePants sea change to tackle ocean plastic pollution](#)
- [Sky and Formula 1 announce partnership extension across all Sky markets with greater exclusivity](#)
- [The Ocean race and Warner Bros. Discovery team up in a ground-breaking production, live coverage and distribution partnership](#)



### [CALL TO ACTION – END LIVE PIRACY NOW](#)

108 organisations across Europe call the European Commission to protect creativity, sports & culture



### [The television channels Somos and SundanceTV celebrate Spanish Cinema Day with special programming](#)

The television channel dedicated to Spanish cinema Somos and the independent film channel SundanceTV, both produced by AMC Networks International Southern Europe, celebrated Spanish Cinema Day on 6 October with a special program featuring great

classics from the filmography of Spain and most current jewels, in recognition of the heritage value of the seventh art.



### **ITV takes home diversity and inclusion accolade at data industry awards**

ITV has won Best Diversity, Equity and Inclusion at the DataIQ Awards 2022, honouring the best individuals, teams and developments in the data world. In addition to this, ITV jointly won the Shared Data, Shared Culture award alongside global technology consultancy, Thoughtworks.



### **"Nostalgia" selected to represent Italy at the 2023 Oscar Awards**

Mario Martone's film, distributed by Mediaset's Medusa Film, has been designated to represent Italy at the 2023 Oscars in the selection for the "Best International Film" category. "Nostalgia" will compete for the shortlist which will include the fifteen best international films selected by the Academy and which will be announced on 21 December 2022. "Nostalgia" took part in competition at the last edition of the Cannes Film Festival, enjoying great success with the public and critics. Subsequently he obtained five Silver Ribbons for Best Direction to Mario Martone, Best Leading Actor to Pierfrancesco Favino, Best Screenplay to Mario Martone and Ippolita Di Majo and for Best Supporting Actor to Francesco Di Leva and Tommaso Ragno.



### **SpongeBob SquarePants sea change to tackle ocean plastic pollution**

Paramount Consumer Products and Nickelodeon are launching SpongeBob SquarePants: Operation Sea Change to help protect the home of their beloved sponge. This multi-year global initiative will spark a sea change by funding global clean-up work, promoting sustainable products, and educating millions of fans on how they can help protect the undersea home of all creatures—including a certain silly sea star, sourpuss octopus, and optimistic yellow sponge.



### **Sky and Formula 1 announce partnership extension across all Sky markets with greater exclusivity**

Sky announced a new multi-year extension of its broadcast partnership with Formula 1, cementing Sky as the official broadcaster of the sport in all Sky markets. Sky UK & Ireland will remain the exclusive home of F1 until 2029, having first entered partnership with the sport in 2012. Sky Germany and Italy will retain rights until 2027 with greater exclusivity –

with all race weekends exclusively live and home nation races simultaneously live on free-to-air.



## **WARNER BROS. DISCOVERY**

### **The Ocean race and Warner Bros. Discovery team up in a ground-breaking production, live coverage and distribution partnership**

Following an initial collaboration with The Ocean Race Europe in 2021, Warner Bros. Discovery, the leading global media and entertainment company, and The Ocean Race, the world's toughest fully-crewed offshore sailing race, have agreed a long-term partnership that will extend the global race to Warner Bros. Discovery's audience around the world. The partnership will focus on live broadcasts, editorial content production and multi-platform distribution as well as third-party commercial agreements and will lead off from the start of next edition of The Ocean Race, starting in Alicante, Spain in January 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.