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What's happening in European Commercial and VOD Broadcasting 10-14 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.

- AMC+ reveals the first images of its new spin-off 'The Walking Dead: Dead City'
- 'Eat Them to Defeat Them' wins prestigious IPA Effectiveness Award
- Mediaset's new social campaign "Che spettacolo la cultura!"
- 'The Changemakers': Paramount+ Greenlights Grassroots Activism Doc
- Tortoise Media signs exclusive first look partnership with Sky Studios
- Nova BH is celebrating its fourth birthday as a convincing leader in the media market
- Viaplay Select to launch on CINDIE in nine Latin American countries
- National Film and Television School and Disney team up to find the next generation of talented UK storytellers



AMC+ reveals the first images of its new spin-off 'The Walking Dead: Dead City'

The premium streaming service AMC+ has released at New York Comic Con the first images of its new original series 'The Walking Dead: Dead City', the next spin-off of The Walking Dead Universe, which will arrive exclusively on the service in Spain in 2023.



'Eat Them to Defeat Them' wins prestigious IPA Effectiveness Award

ITV and Veg Power's campaign to encourage children to eat vegetables, Eat Them to Defeat Them, developed by adam&eveDDB, has been awarded gold at the prestigious IPA (Institute of Practitioners in Advertising) Effectiveness Award.



Mediaset's new social campaign "Che spettacolo la cultura!"

Mediaset launched a multimedia campaign "What a show, culture!" to celebrate the beauty and importance of culture, with dedicated feature programmes on Italian cultural heritage. Over the past three years, Mediaset has offered its audience more than 35,000 hours of programming targeted to the beauty of Italy, art, music, reading and theatrical entertainment through its networks. "Che spettacolo la cultura!" is an initiative included in the corporate institutional communication campaign "Mediaset has the future at heart".

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'The Changemakers': Paramount+ Greenlights Grassroots Activism Doc

Paramount+ has greenlit a docuseries titled The Changemakers (working title), featuring the stories of eight ordinary people fighting for a better world. Airing next year, the eightenisode show will feature a different storyline per ep focusing on grassroots activists facing challenges across the globe. Stories will range from Black mothers in the U.S. fighting the effects of systemic racism to Indigenous people in Ecuador protecting their land from deforestation.



Tortoise Media signs exclusive first look partnership with Sky Studios

Tortoise Media and Sky Studios announced an exclusive multi-year first look deal to adapt Tortoise Media's original podcasts into high-end series and features, across scripted and documentary. The market-defining development deal will see Tortoise Media collaborate with Sky Studios throughout the development process, combining award-winning journalism and storytelling with cinematic filmmaking, to produce unmissable Sky Originals for Sky's customers in the UK, Italy, Germany and beyond.



Nova BH is celebrating its fourth birthday as a convincing leader in the media market

On 9 October, Nova BH celebrated four years of existence and welcomed this birthday as the undisputed leader in terms of viewership in Bosnia and Herzegovina. Over the past four years, Nova BH had numerous successful projects, from domestic series, top sports content, the most watched entertainment shows, specialized projects, to the Nova BH Informative Program, which brought to the BH public a new, better contextual understanding of events in country and the world, as well as a better experience in following the daily news.



Viaplay Select to launch on CINDIE in nine Latin American countries

Viaplay Group has partnered with DMD to bring the Viaplay Select branded content concept to DMD's CINDIE streaming service across Latin America. Starting in November, CINDIE subscribers in nine countries will be able to access more than 200 hours of Viaplay series, films and additional premium curated content from Viaplay Select as part of their subscriptions. The agreement is the latest Viaplay Select partnership to be announced, following April's launch in Japan with WOWOW, with further markets targeted before the end of 2022.



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National Film and Television School and Disney team up to find the next generation of talented UK storytellers

The National Film and Television School (NFTS) has joined forces with Disney to launch Disney Imagine UK, a brand new ten-month short film incubator programme. With a focus on building a more inclusive film and television industry, Disney and the NFTS, one of the world's leading film schools, are searching for six UK based emerging writer and director teams from under-represented backgrounds to share their uniquely personal stories.

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.