

## What's happening in European Commercial and VOD Broadcasting 24-28 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 Networks International celebrates Halloween with a special programming full of great horror titles](#)
- [Anti-bullying, harassment and discrimination app Call It! announces first partnership with ITV Studios](#)
- [Mediaset shines a pink light on breast cancer awareness month](#)
- [Pluto TV and Mondo TV Studios Ink Multi-Territory Content Deal](#)
- [A Sky News & Imperial War Museum live event- Ukraine: A Modern War](#)
- [Viaplay to premiere original Ukraine documentary 'Human to Human'](#)
- [Virgin Media levels up by announcing partnership with global esports organisation, WYLDE](#)
- [Brand new athlete-led show in France kicks off Warner Bros. Discovery's Road to Paris 2024](#)



### [AMC Networks International celebrates Halloween with a special programming full of great horror titles](#)

From Saturday, October 29 to Tuesday, November 1, television channels AMC, SundanceTV, Canal Hollywood, DARK and Canal Panda, produced by AMC Networks International Southern Europe, turn their grills into true passages of terror to celebrate Halloween through of a special programming that includes more than 40 fictions.



### [Anti-bullying, harassment and discrimination app Call It! announces first partnership with ITV Studios](#)

Call It!'s mission to stamp out bullying, harassment, and all forms of discrimination in the TV and film industry begins in earnest having signed its first deal with ITV Studios. Call It! empowers everyone working in the film and TV industry to record incidents of bullying, harassment and discrimination quickly, and anonymously without fear of reprisal or repercussion. It also provides easy access to employers' 'Dignity at Work' policies and procedures for formal reporting and signposting to third-party support and resources. The App enables companies and productions to monitor the safety and wellbeing of their staff by asking, "How were you treated at work today?" and gathering anonymous data regarding experiences of bullying and harassment.



### **Mediaset shines a pink light on breast cancer awareness month**

Mediaset continues to support cancer prevention awareness with a dedicated campaign "Think first, act sooner". For the fourth consecutive year, Mediaset's 98-meter-high tower will be lit in pink for an entire week to raise awareness on prevention and timely screening of breast cancer. This year's campaign invites the female audience to take care of their health by planning and booking regular check-ups, reiterating the importance of prevention as the first and effective measure in the fight against breast cancer. "Think first, act sooner" campaign includes a 30" spot broadcast on all Mediaset networks, editorial programmes and live interventions on the Group's TV and radio channels, and dedicated multimedia content on the Mediaset Play and Tgcom24 online platforms.



### **Pluto TV and Mondo TV Studios Ink Multi-Territory Content Deal**

Pluto TV, Paramount free streaming television service, has announced a partnership with Mondo TV Studios, part of Mondo TV Group, one of the largest European producers and distributors of animated content, to bring a number of successful titles from the Mondo TV library to Pluto TV in Italy and across various markets in Latin America, including Argentina, Brazil, Colombia, Chile, Ecuador, Mexico, Peru, and Uruguay.



### **A Sky News & Imperial War Museum live event- Ukraine: A Modern War**

In the six months since Russia's brutal invasion of Ukraine, the nature of modern warfare has arguably been redefined. Broadcast live on Tuesday 1st November, Sky News and the Imperial War Museum will host a special event with correspondents from the frontline and military experts discussing the conflict in Ukraine in front of an audience of 200 people at the famous museum.



### **Viaplay to premiere original Ukraine documentary 'Human to Human'**

Viaplay will premiere 'Human to Human', the first Polish documentary series about the struggles, challenges and hopes of Ukrainian refugees and their hosts in Poland, later this year. The 10-episode production is directed by acclaimed filmmakers including Kacper Lisowski ('Judges Under Pressure') and Zuzanna Solakiewicz ('15 Corners of the World'), along with the internationally renowned actor and director Paweł Deląg ('Schindler's List'). 'Human to Human' is produced by Paprika Studios, a part of Viaplay Studios.



**TELEVISION**

**Virgin Media levels up by announcing partnership with global esports organisation, WYLDE**

Virgin Media announced that it is joining forces with global esports organisation, WYLDE, to develop and nurture Ireland’s rapidly growing esports industry. This new partnership positions Virgin Media at the forefront of gaming in Ireland, working with Usain Bolt’s WYLDE esports organisation, to grow Ireland’s roster of world-class esports athletes. The popularity of esports is rapidly expanding, with 53% of Irish adults gaming regularly, and rising to 75% of adults aged 18 to 34 years, according to research commissioned by Virgin Media. The research goes on to show that strategy and sports titles are the most popular esports amongst Irish gamers with 22% watching live esports tournaments online.



**WARNER BROS. DISCOVERY**

**Brand new athlete-led show in France kicks off Warner Bros. Discovery’s Road to Paris 2024**

Warner Bros. Discovery Sports’ Road to Olympic Games Paris 2024 began on 26 October telling the stories of a host of athletes who have already written their own Olympic history or setting their sights on competing in their first ever Games on home soil. As the Home of the Olympics in Europe, Warner Bros. Discovery Sports is starting the countdown to Paris 2024 with the launch of Mon Paris Olympique on Eurosport France, airing each month right up to the Opening Ceremony in July 2024.

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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.