

What's happening in European Commercial and VOD Broadcasting 7-11 November 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.

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[ITVX the UK's freshest streaming service to launch on 8th December](#)

ITV announced the official launch date of new, free streaming platform ITVX. Replacing ITV Hub as the online home of all ITV content, viewers can expect a new and improved product experience through ITVX as well as more new and exclusive programmes to stream for free, than anywhere else. ITVX will be rolling out across devices and platforms in the coming weeks, to ensure viewers have full access to all content, including the new, exclusive to streaming titles which will go live on Thursday 8th December.



[Outstanding debut for "La Stranezza"](#)

"La Stranezza", by Roberto Andò and distributed by Mediaset's subsidiary Medusa Film, recorded the best Italian debut of the year and confirmed its success at the box office: in the first two weeks of programming it grossed over €3.1 million with 470,122 viewers. "La Stranezza", presented at the seventeenth Rome Film Fest, imagines the genesis of Pirandello's work "Six Characters in Search of an Author" as the result of the unlikely encounter between Pirandello, in a creative crisis (Toni Servillo), and two improvised actors, gravediggers in the real life, played by Salvo Ficarra and Valentino Picone.



[Paramount, Virgin Media Renew U.K. Distribution Deal](#)

Paramount and Virgin Media have set a new multi-year distribution agreement, extending their existing long-term partnership across Paramount's streaming services and linear

channels in the U.K. The renewed partnership will see streamer Paramount+ debut on Virgin TV in 2023.



[January to September 2022: RTL Group reports strong revenue and paying streaming subscriber growth](#)

RTL Group published its quarterly statement for the first nine months of 2022 (January to September 2022). Group revenue was up 12.0 per cent to €5,006 million (January to September 2021: €4,469 million), mainly thanks to the strong performance of Fremantle and RTL Nederland, scope effects at RTL Deutschland (from the acquisitions of Gruner + Jahr and Super RTL), and positive foreign exchange rate effects. Thomas Rabe, Chief Executive Officer of RTL Group, said: "RTL Group had a solid first nine months of the year 2022, in the face of a challenging macroeconomic environment and its impact on advertising markets. The high revenue growth in the third quarter was primarily driven by Fremantle, which continues to deliver on its boost plan and is on track to reach a new record revenue in 2022 (...)".



[Sky News' Big Ideas Live returns with its specialists to ask 'Who Owns the Future?'](#)

Reaching more than 100 million people every month across TV, digital, social and audio, Sky News is now offering an interactive, in-person experience for audiences where hundreds of people will be able to get up close to the team of journalists and expert guests, to go in-depth into the critical issues of our times. Live from Shoreditch, London, on Saturday 19th November 2022, the all-day event will ask 'Who Owns the Future?' and aims to explore the big talking points in science and tech, including the potential of AI, space travel and cyber warfare.



[Viaplay's hit Norwegian drama 'Furia' returns for new season](#)

Viaplay will premiere a second season of the record-breaking Norwegian Viaplay Original 'Furia' in 2023. A dark and multi-layered drama that explores the disturbing underworld of right-wing terrorism, 'Furia' is created by International Emmy winner Gjermund Stenberg Eriksen ('Mammon') and stars Nordic and international talents Ine Marie Wilmann ('Sonja: The White Swan'), Pål Sverre Hagen ('Kon-Tiki') and Borys Szyc (the Oscar-nominated Polish film 'Cold War'). The series is co-produced by Paprika Studios, part of Viaplay Studios, and Monster Scripted, with global sales by Viaplay Content Distribution.



WARNER BROS. DISCOVERY

"72 – A Gathering of Champions" Documentary Series launches on Warner Bros. Discovery sports platforms

On the 50th anniversary of the Olympic Games Munich 1972, '72 – A Gathering of Champions', an emotive four-part series produced by the Olympic Channel and directed by Emmy-award winner Jonathan Hock, revisits the event with the Olympians who experienced first-hand both personal triumphs and unimaginable tragedy, as they return to Munich. Available to watch on Warner Bros. Discovery Sports platforms in selected markets across Europe - in partnership with the Olympic Channel - 72 – A Gathering of Champions combines remarkable restored film footage and new personal accounts from the athletes whose lives were deeply touched by the events of this time, each one of the four, one-hour episodes explores different stories and perspectives from Munich 1972.

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.