

## What's happening in European Commercial and VOD Broadcasting 14-18 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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### [AMC+ announces the premiere date in Spain of 'Interview with the Vampire, by Anne Rice'](#)

The premium streaming service AMC+ announces the premiere date in Spain of its long-awaited original series 'Interview with the Vampire, by Anne Rice', which will take place on 12 January 2023.



### [ITV launches unified brand across family of channels, ahead of the launch of ITVX](#)

Ahead of the launch of ITVX, the UK's freshest new streaming service, ITV's channels have been given a fresh look too, with new channel branding, on-screen presentation and idents launching across all on air channels, from this week. ITV Creative and DixonBaxi have partnered on the work that went live this week, as well as the creation of the new brand identity for ITVX, which launches officially on December 8th.



### [A golden season for Mediaset networks](#)

Despite political and economic recent events, since the beginning of 2022 Mediaset has been the Italian broadcaster with the highest growth in ratings and its editorial offer is particularly rewarded by the youngest viewership. Mediaset is also leading the online offer with a more than 3 million video views as well as interactions on social platforms. Pier Silvio Berlusconi, Mediaset CEO, stated: "These results are extraordinary and have been achieved through accurate content choice, with a view to economic efficiency".



**Meet The Three Ukrainian EMA Generation Change Recipients**

The 2022 MTV EMA show highlighted the musical and visual achievements of many artists around the world. But in addition to those trophies and exciting live performances, the show presented the MTV EMA Generation Change Award to three Ukrainian changemakers for their ongoing work in the care and shelter of those impacted by the ongoing humanitarian crisis in Ukraine. Selected in partnership with the philanthropic organization Choose Love, the three honorees — Lina Deshvar, Anna Kutova, and Anfisa Yankovina — were awarded for providing safety for refugees; evacuating and caring for families raising children, adolescents and young people with disabilities; providing art and group therapy for women and families who have been separated from their loved ones and more.



**Fremantle expands its documentary business**

Fremantle, RTL Group’s global content production business, announced that it has acquired a 51 per cent majority stake in Wildstar Films, a production company focused on natural history documentaries. The acquisition follows Fremantle’s announcement last week to acquire a 55 per cent majority stake in the production company 72 Films, which also focuses on documentaries and factual entertainment.



**Branson doc available from December exclusively on Sky documentaries and NOW**

The four-part docuseries BRANSON, directed by Chris Smith (100 Foot Wave), debuts in the UK on Sunday 4 December on Sky Documentaries and streaming service NOW. Sixteen days before Richard Branson is scheduled to make a potentially historic flight as the first passenger to reach space in his own spacecraft in July 2021, the billionaire entrepreneur sits down for a conversation with acclaimed filmmaker Chris Smith, in light of the risk that lies ahead. Smith ultimately takes us on an expansive and intimate 70-year journey, from Branson’s upbringing as the son of a spirited, tough-love mother in Britain, to his pursuits of extreme, personal daredevilry that serve both to grow his businesses’ brands and feed his insatiable, lifelong thirst for high-stakes adventure.



**TF1 Group mobilises for DuoDay 2022**

As a signatory of the Manifesto for the Inclusion of People with Disabilities in Economic Life, TF1 Group pursues an active CSR policy in favour of the professional integration of people with disabilities. Thus, for 13 years, TF1's Disability Actions Mission has been working daily to raise awareness among TF1 Group employees and facilitate the integration of all talents. As part of the 26th European Week for the Employment of People with Disabilities (SEEPH) from 14 to 20 November, TF1 Group is a partner of the national

awareness day #DuoDay2022 and reaffirms its commitment to the employment of people with disabilities through multiple initiatives.



**Viveca Sten's 'The Åre Murders' adapted as Viaplay series**

The bestselling Swedish author Viveca Sten's hit crime novels 'The Åre Murders' will be adapted as a drama series by Viaplay. Set in the simultaneously beautiful and bleak mountain landscapes of northern Sweden, the six-part show is produced by SF Studios in partnership with Viaplay and is directed by Joakim Eliasson ('Honour'; 'Gåsmamman'). Sten's books have been published in more than 40 countries and sold over 7.5 million copies, with the screen version of her 'The Sandhamn Murders' reaching nearly 100 million viewers worldwide since 2010.



**WARNER BROS.  
DISCOVERY**

**Football heroes set to star in a new series ahead of the 2022 FIFA World Cup**

Produced in partnership with the Olympic Channel, Warner Bros. Discovery released World At Their Feet – an 11-episode short-form series available to watch on discovery+\* and Eurosport.com from this week – telling some of the most fascinating stories of some of the players who have starred in previous Olympic Games with almost all of them set to light up this year's FIFA World Cup in Qatar.

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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.