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What's happening in European Commercial and VOD Broadcasting 5-9 December 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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- Accessible to all: belN SPORTS Provides FIFA World Cup Qatar 2022TM Coverage to Refugees and Displaced People
- ITVX launches world-first British Sign Language channel
- <u>"Mediaset and Italian Cinema" celebrates the Group's engagement and success on the</u> big screen
- <u>Inclusion Is Paramount: More Than 16,000 Paramount Employees Convene for Inclusion</u> Week 2022
- Sky Arts takes a trip across the UK with eighth series of Landscape Artist of the Year
- TF1 Group launches Ushuaïa TV for Change on MYTF1
- United Media Joins Alliance for Creativity and Entertainment to Combat Piracy in Europe
- Viaplay to portray Edvard Munch's life in major Norwegian film
- Swiss Ski World Cup events added to Warner Bros. Discovery's burgeoning winter sport portfolio



ACT publishes its position paper on the European Media Freedom Act

ACT supports the European Commission's ambition of promoting and protecting media pluralism, independence, and sustainability to ensure a well-functioning media market in the EU. We believe that the European Media Freedom Act (EMFA) has the potential to be an important milestone in an increasingly digital environment. It is important that the conditions set out under the EMFA do not risk undermining those national media markets that currently function well, which is the case for most countries.



Accessible to all: belN SPORTS Provides FIFA World Cup Qatar 2022TM Coverage to Refugees and Displaced People

beIN SPORTS, as the official broadcaster of the FIFA World Cup Qatar 2022TM and a proud advocate for creating an inclusive and accessible football tournament for all, is delighted that its broadcast coverage is being made available inside more than 20 special fan zones catering to thousands of refugees and displaced people across western Asia and North Africa.



ITVX launches world-first British Sign Language channel



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When ITVX officially launched on 8 December, Deaf viewers have access to what is a worldwide streaming first - a British Sign Language channel, solely featuring signed programming, including a range of shows like the Emmerdale and Coronation Street omnibus episodes, Cilla, Alan Carr's Epic Gameshow, Vera, Lewis, and The Saint. The channel will be regularly updated and will evolve to include both recent and archive programming from a wide variety of genres.



"Mediaset and Italian Cinema" celebrates the Group's engagement and success on the big screen

From 1980, with Reteitalia and Penta, and from 1995 with Medusa, Mediaset has invested with commitment and passion in cinema and has become one of the main Italian film producers: around 600 titles, including most popular blockbusters that have made the history of our cinema. The book "Mediaset and Italian cinema - Film, personaggi, avventure" gathers different elements of this commitment, a story that is almost unknown to the general public and encompasses great masterpieces, old and new, from different genres, mainstream and niche. Through the experience of producers, directors and insiders, the book retraces the stages and protagonists of this entrepreneurial adventure, highlighting the impact that such a significant film catalogue has had on Italian society.



<u>Inclusion Is Paramount: More Than 16,000 Paramount Employees Convene for Inclusion</u> Week 2022

Paramount recently celebrated its 5th annual Inclusion Week, a week of activities that were designed to inspire and excite as we came together to amplify and actualize diversity, inclusion, and belonging. This is a core value for our company, which is reflected in this year's theme, "Inclusion is Paramount", and echoed in this video featuring some of our senior leaders.



Sky Arts takes a trip across the UK with eighth series of Landscape Artist of the Year

Sky Arts embarks on a search across Britain and Ireland for a new star of landscape painting with a brand-new series of Landscape Artist of the Year, airing on Sky Arts, Freeview and NOW on 11th January 2023. Popular presenting duo Joan Bakewell and Stephen Mangan are back as hosts following a successful run of Portrait Artist of the Year. The eight-episode series consists of five heats, a semi-final, a final and a prize commission.



TF1 Group launches Ushuaïa TV for Change on MYTF1

Accessible free of charge on MYTF1, in the form of a collection and a FAST channel, Ushuaïa TV For Change addresses the issues of ecological and solidarity transition, in a positive way,



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for those who act and want to act. Climate change, sustainable food, sustainable mobility, renewable and innovative energies or even responsible consumption... In total, there are nearly 150 hours of documentaries and magazines that address the various issues related to the necessary transition of our lifestyles towards a more sustainable model.



United Media Joins Alliance for Creativity and Entertainment to Combat Piracy in Europe

The Alliance for Creativity and Entertainment (ACE), the world's leading coalition dedicated to protecting the dynamic legal ecosystem for creative content, welcomed United Media as its newest member. Local and international cooperation is key to tackling piracy in the Southeast Europe region, where United Media has seen a constant rise of illegal streaming operations over the last five years.



Viaplay to portray Edvard Munch's life in major Norwegian film

Four dramatic periods in the life of Edvard Munch (1863-1944), one of the world's greatest artists, will be depicted on screen in Viaplay's ambitious Norwegian feature `Munch'. Alfred Ekker Strande (`Ida Takes Charge'), Mattis Herman Nyquist (`Headhunters'), Ola G. Furuseth (`Made in Oslo') and Anne Krigsvoll (`Lilyhammer') play Munch at different times in the film, directed by the award-winning Henrik M. Dahlsbakken (`Returning Home'). Produced by The Film Company, `Munch' will premiere in Norwegian cinemas on 27 January and on Viaplay on 24 March.



Swiss Ski World Cup events added to Warner Bros. Discovery's burgeoning winter sport portfolio

Warner Bros. Discovery will continue to showcase the most prestigious races in winter sport after further strengthening its comprehensive rights portfolio by securing the rights to FIS Swiss Ski World Cup events through a renewed partnership with Infront. The multi-year agreement will provide even more live action for viewers across 45 markets in Europe who can enjoy watching every FIS Ski World Cup event on Warner Bros. Discovery's channels and platforms.

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.



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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.