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# What's happening in European Commercial and VOD Broadcasting 9-13 January 2023

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.

- HISTORY channel reveals the personal stories hidden in the world's largest extermination camp in 'Auschwitz in 33 objects'
- ITV Studios announces pre-sales of Harry: The Interview to 77 territories with more to close in the coming days
- 2022 a year of record ratings for Mediaset
- Sky Sports announces new rights deal with the SA20 cricket league
- TF1 Group sub-licences 28 matches from Rugby World Cup 2023 to France Télévisions and M6 Groups
- Viaplay Group and T-Mobile agree distribution deal in Poland
- Warner Bros. Discovery embarks on new voyage with first global production of the Ocean Race



HISTORY channel reveals the personal stories hidden in the world's largest extermination camp in 'Auschwitz in 33 objects'

On 23 January, Canal HISTORIA exclusively premieres the documentary series 'Auschwitz in 33 objects', which portrays the personal stories hidden in the Auschwitz-Birkenau concentration and extermination camp through more than one thirty objects found there.



### ITV Studios announces pre-sales of Harry: The Interview to 77 territories with more to close in the coming days

ITV Studios announced a raft of global deals which were secured ahead of the ITN Productions' and ITV1 and ITVX exclusive Harry: The Interview. The 90-minute programme which broadcast on Sunday 8 January in the UK has now aired in 77 territories around the world across Europe, Africa and the Middle East as well as Australia, New Zealand, Hong Kong, Canada and Brazil.



#### 2022 a year of record ratings for Mediaset

Auditel 2022 data record the increase in audience for Mediaset networks in all time bands and all different targets. Last Fall, the most significant growth was among the young audience (40,1% daily share in 15-64 age range). Moreover, Mediaset's editorial curation led to a growth in audience for the main genres: more audience for entertainment, more audience for TV-drama, more audience for information, especially for thematic channels.







#### Sky Sports announces new rights deal with the SA20 cricket league

Sky Sports announced a new 5-year rights deal within their cricket portfolio, with the new South Africa T20 cricket league. Beginning on the 10th of January 2023, the League is set to thrill local and international cricket fans and attract new audiences of all ages. Four weeks, thirty-three matches, six global franchises will be broadcast across Sky Sports Cricket channels for the first time, showcasing the live action from 102 world class players including some of England's World Cup winning squad, such as captain Jos Buttler, and the now most expensive IPL player Sam Curran.



## TF1 Group sub-licences 28 matches from Rugby World Cup 2023 to France Télévisions and M6 Groups

The TF1 Group is delighted to enter into a sub-licensing deal with the France Télévisions and M6 groups for the screening of 28 matches from Rugby World Cup 2023, hosted in France from 8 September to 28 October. TF1 will show 20 matches (including three pool matches involving France), two quarter-finals (including the one involving France should they qualify), both semi-finals, the Bronze Final, and the Final.



### Viaplay Group and T-Mobile agree distribution deal in Poland

Viaplay Group and T-Mobile, one of Poland's largest mobile operators, have entered a distribution partnership in Poland. Starting 27 December, T-Mobile's Swap-customers will have free access to the Viaplay streaming service until 28 February 2023, and can add a Viaplay subscription to their package from that date. As a result, even more Polish viewers will have an opportunity to try Viaplay's stellar live sports offering ahead of the muchanticipated Polish Formula 1 premiere on Viaplay on 5 March 2023.



### <u>Warner Bros. Discovery embarks on new voyage with first global production of the Ocean</u> <u>Race</u>

One of the toughest team tests in sport will embark on a new voyage of discovery this week as live coverage of key moments from all seven legs of The Ocean Race will be produced and screened by Warner Bros. Discovery Sports Europe (WBD) for the first time in its illustrious history. Every leg start of the six-month odyssey plus the series' in-port races will be shown live through linear television coverage on Eurosport 1 with streaming available on discovery+ and the Eurosport App across 50 markets in Europe.



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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.