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# What's happening in European Commercial and VOD Broadcasting 16-20 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.

- Killer Jeffrey Dahmer tells his own story on AMC CRIME
- ITVX launch month delivers 55% increase in ITV's streaming viewing and 65% increase in online users
- Mediaset first Italian online publisher
- Paramount+ for free on the ICE: Bahn brings streaming service including "Star Trek" on board
- Sky Documentaries announces brand-new Sky Original series exploring the rise and fall
  of former Spanish King, Juan Carlos I
- TF1 Group signs a new creation agreement with the entire industry
- Viaplay Select comes to Canada with Crave
- IOC awards exclusive 2026-2032 Olympic Games media rights in Europe to European Broadcasting Union and Warner Bros. Discovery



### Killer Jeffrey Dahmer tells his own story on AMC CRIME

Following the worldwide success of the series 'Dahmer', the AMC CRIME television channel, produced by AMC Networks International Southern Europe, premieres on 19 January the documentary series 'Dahmer: In His Own Words'. The production delves into the mind of Jeffrey Dahmer at the hands of the serial killer himself, since it recovers the interview that the journalist Nancy Glass conducted with him a year before his death to analyze the different stages of his life and in which he narrated his own crimes.



### ITVX launch month delivers 55% increase in ITV's streaming viewing and 65% increase in online users

ITVX, ITV's new, free, ad-funded streaming service, has enjoyed a strong launch month delivering a 55% increase in ITV's streaming hours in the first month after its launch (8 December 2022 - 7 January 2023) compared to the same period last year. During the launch month ITV's online users increased by 65% compared to the same period last year. The latter stages of the World Cup were big draws while ITVX's new exclusive content also performed strongly, attracting new and light viewers to ITV.



#### Mediaset first Italian online publisher

According to Auditel Digital data, in 2022 Mediaset strengthened its online leadership with over 7.5 billion video views on its web properties, totalling a market share of 50.3%. For a



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commercial TV, like Mediaset, the number of "videos views" is the most important metric for advertising investors as every video clicked on by users is preceded by pre-rolls. In the category "time spent", the other metric linked to online consumption, Mediaset programming also championed during the so-called "peak seasons", i.e. the most important time of the year for advertising investments, with approximately 266 million hours viewed.



### Paramount+ for free on the ICE: Bahn brings streaming service including "Star Trek" on board

Deutsche Bahn agreed to cooperate with Paramount+ so that long train journeys in the ICE do not become dull. The streaming service, which was launched in Germany in December, makes parts of its streaming program available to the train free of charge in the ICE portal. Content such as "Star Trek: Discovery "and "The Lost City" are available free of charge for train passengers on board ICE trains via the portal until March 31, 2023.



# Sky Documentaries announces brand-new Sky Original series exploring the rise and fall of former Spanish King, Juan Carlos I

Sky announced a brand-new, four-part documentary series which will explore the rise and fall of former Spanish King, Juan Carlos I. The Sky Original series will be coming to Sky Documentaries and NOW later this year. For many years, King Juan Carlos I was a Spanish hero, celebrated around the world, for reforming Spain with his modern, progressive and democratic values until scandal and allegations surrounding his financial arrangements led to his abdication in 2014.



### TF1 Group signs a new creation agreement with the entire industry

TF1 Group, AnimFrance, SATEV, SPECT, SPI, USPA, SEDPA, SACD and SCAM are pleased to announce the signing of a new partnership agreement. This agreement, the very first concluded by a television group covering both the DTT and cabsat decrees of December 30, 2021 and the SMAD decree of June 22, 2021, illustrates the common desire of the TF1 Group and players in the audiovisual sector to establish an ambitious and lasting partnership for the benefit of French creation and to support the transformations of the sector and the evolution of uses.



### **Viaplay Select comes to Canada with Crave**

Viaplay Group and Bell Media's Crave streaming service have agreed a partnership that brings premium Nordic content to audiences across Canada through Viaplay Select. From 18 January, Crave subscribers can access a selection of critically acclaimed Viaplay films and series, with a focus on Nordic noir, along with curated third-party productions from the



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region. The agreement makes Canada the 19th market for Viaplay Select, the branded content concept launched by Viaplay Group in April 2022.



## IOC awards exclusive 2026-2032 Olympic Games media rights in Europe to European Broadcasting Union and Warner Bros. Discovery

The International Olympic Committee (IOC) announced that all media rights in Europe for the four Olympic Games in the 2026-2032 period have been awarded to the European Broadcasting Union (EBU) and Warner Bros. Discovery. Following the IOC's launch of a competitive tender, the EBU and Warner Bros. Discovery presented a joint bid to acquire all media rights across 49 territories in Europe for the XXV Olympic Winter Games Milano Cortina 2026, the Games of the XXXIV Olympiad Los Angeles 2028, the XXVI Olympic Winter Games in 2030 and the Games of the XXXV Olympiad Brisbane 2032, as well as for the Youth Olympic Games in the period.

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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.