

What's happening in European Commercial and VOD Broadcasting 23-27 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.

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[Joe Biden races at 190 kilometers per hour with his Corvette in the new installment of 'Jay Leno's Garage'](#)

On 4 February, AMC BREAK television channel, produced by AMC Networks International Southern Europe, exclusively premieres the episode starring United States President Joe Biden from 'Jay Leno's Garage'. In the last installment of the 7th season of the program, the leader will make an exception and drive his own car, an activity prohibited for security reasons for high-ranking US leaders after the assassination of John F. Kennedy.



[ITV announces Six Nations Live line-up](#)

A star-studded line-up of on-screen talent and key matches feature in ITV's live coverage of the Guinness Six Nations Championship 2023, kicking off with the Calcutta Cup between England and Scotland at Twickenham. Kicking off a massive year of rugby union on ITV - with the Rugby World Cup to be exclusively screened on ITV1 and ITVM in the Autumn - the channel will show ten live matches throughout the six weeks of the Six Nations.



[Mediaset's initiatives for the International Holocaust Remembrance Day](#)

As of 21 January and for seven days, Mediaset will air a special programming to commemorate the victims of the Holocaust. Mediaset is committed to keep a crucial page

of our history alive in viewers' mind with special interviews, documentaries, news reports, films and an institutional campaign broadcast on all of its channels.



[East meets West on Nick International's content strategy](#)

Nickelodeon International and India's Viacom18 are honing the fine art of cross-cultural appeal in kids TV with their new series, 'The Twisted Timeline of Sammy & Raj'. This 40 x 11-minute show centers around two young Indian-American cousins (and best friends) living in the US with their families. Sammy & Raj kicked off its international rollout with a debut in the UK last week, and the series is set to touch down in other international territories (including Italy, Brazil and Germany) in February and March.



[SBS Belgium becomes Play Media and launches its uniform ecosystem for TV and OLV advertising](#)

SBS Belgium, took advantage of the presentation of its new spring schedules to announce two premieres. First of all, the group reviews its branding and becomes Play Media, obviously in reference to its eponymous channels. In addition, all Play content - whether consumed linearly, offline or online - can now be marketed within the same advertising ecosystem.



[Official trailer released for 'Drift – Partners in Crime', a brand-new action-packed Sky Original series coming to Sky Atlantic and NOW on 2 March](#)

Sky unveils the official trailer for thrilling action series 'Drift – Partners in Crime', a Sky Original coming to Sky Atlantic and NOW in March. Ken Duken and Fabian Busch lead an incredible cast, playing an unequal pair of brothers and unexpected detective duo. Ali Zeller (Duken) and Leo Zeller (Busch) find themselves in their exhaustive search for the truth, travelling from the remote valleys of the Bavarian Alps to the narrow street canyons of Athens, to the dry dirt tracks of the Peloponnese.



[The film "38°5 Quai des Orfèvres" co-produced by TF1 Films production awarded in Alpe D'Huez](#)

TF1 Group is pleased to have won the Grand Prix for the feature film "38.5° Quai des Orfèvres" at the 2023 Alpe d'Huez International Comedy Film Festival. Co-produced by TF1 Films Production, a subsidiary of the TF1 Group, this film was directed by Benjamin Lehrer and notably brings together Didier Bourdon, Caroline Anglade, Yann Papin, Pascal Demolon, Artus, Frédérique Bel.



Viaplay Select launches on CANAL+ in Austria

Viaplay Group and CANAL+ have agreed a partnership to make hundreds of hours of premium content from Viaplay Select exclusively available on CANAL+ in Austria. CANAL+ subscribers in Austria can now enjoy more than 300 hours of Viaplay's most successful series, films and documentaries, together with curated third-party content from across the Nordic region. Viaplay Select is a branded content concept for partner platforms that has launched in 20 markets since debuting in spring 2022, with more planned for 2023.



The **WALT DISNEY** Company
Europe, Middle East & Africa

Disney and National Film and Television School Unveil Six Talented Writer/Director Teams for Inaugural Disney Imagine Programme

The National Film and Television School (NFTS) and Disney proudly unveiled the six up and coming writer/director teams selected for Disney Imagine UK, its brand-new short film incubator programme. Disney Imagine UK is a new opportunity to springboard 'on-the-rise' filmmakers into the industry and amplify the scale and ambition of their work both culturally and creatively. The final collection of six original shorts will be considered to premiere across Disney platforms, feature within a high-profile showcase event and be submitted to international film festivals. All films have been considered and assessed against the BFI's Diversity Standards.



**WARNER BROS.
DISCOVERY**

The UCI Mountain Bike World Series launches as the new home of the UCI Mountain Bike World Cup

The Union Cycliste Internationale (UCI) and Warner Bros. Discovery (WBD) are pleased to announce the new UCI Mountain Bike World Series, which will include the UCI Mountain Bike World Cup for cross-country Olympic (XCO), cross-country short track (XCC), cross-country marathon (XCM), downhill (DHI), enduro (EDR) and E-enduro (E-EDR). The UCI Mountain Bike World Series will unite all mountain bike's major formats under a single brand for the first time.

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.