

What's happening in European Commercial and VOD Broadcasting 30 January – 3 February 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.

- [AMC+ Exclusively Premieres Italian Prison Thriller 'The King'](#)
- [ITV scores biggest hits in broadcaster streaming in 2022](#)
- [Mediaset Infinity shows its numbers](#)
- [Showtime and Paramount+ streaming services to merge later this year](#)
- ['The Last of Us' becomes a runaway success with over 3 million Sky UK viewers](#)
- [TF1 Group joins the #SportFémininToujours initiative](#)
- [Viaplay Group enters Dutch distribution deal with Solcon](#)
- [Disney and Visa join forces to celebrate Disney's 100th anniversary across Europe, the Middle East and Africa](#)
- [Month-long festival of Winter Sports World championship events to be broadcast on Warner Bros. Discovery Europe Platforms](#)



[AMC+ Exclusively Premieres Italian Prison Thriller 'The King'](#)

On 16 February, the streaming service AMC+ premieres 'The King' ('Il re'), a new Italian prison thriller set in San Michele, a border prison where director Bruno Testori (Luca Zingaretti, 'The Commissioner Montalbano') applies his personal idea of justice: within those walls the laws of the State cease to exist, he is the Law.



[ITV scores biggest hits in broadcaster streaming in 2022](#)

Love Island and ITV's World Cup coverage were the most watched events in broadcaster streaming in 2022, with 273 million streams and 146 million streams respectively. Award-winning fan favourite Love Island tops the table as the biggest series in UK broadcaster streaming, with more than 273 million streams last summer, making it the show's most streamed series ever.



[Mediaset Infinity shows its numbers](#)

Mediaset presented the results of Mediaset Infinity – its OTT platform - describing the process behind its birth and development. Mediaset Infinity combines the on demand offer of both Mediaset Play and Infinity, granting its viewers free access to the best Mediaset programmes and to a selection of high quality pay-on-demand content. " Mediaset Infinity's growth is quite remarkable," commented CEO Pier Silvio Berlusconi. "We want to market and give our customers a most complete service that varies from a strong media such as television to other possibilities that new technological devices offer. We see geometric growth year-on-year and it's starting to gain significant importance". Pier Paolo

Cervi, Mediaset's Digital Business Director, stated "At first, our goal was to redesign Mediaset's non-linear video user experience: from 2018 to 2022 the number of videos daily views has increased fivefold".



[Showtime and Paramount+ streaming services to merge later this year](#)

Paramount, the parent company of Showtime and CBS, is planning to merge its Showtime and Paramount+ streaming services. Later this year, Showtime will be "fully integrated" with Paramount+ and the names of the premium Paramount+ streaming tier and the Showtime pay TV network will be changed to "Paramount+ with Showtime".



['The Last of Us' becomes a runaway success with over 3 million Sky UK viewers](#)

Critically acclaimed series, 'The Last of Us', is proving to be a smash-hit for Sky UK with the first episode reaching over 3.05 million UK viewers, reflected in the 7-day cumulative audience figure. 'The Last of Us' marks Sky Atlantic's second-biggest US drama debut, behind only House of the Dragon which launched last August.



[TF1 Group joins the #SportFémininToujours initiative](#)

Very committed to gender equality, TF1 Group is proud to be associated with the #SportFémininToujours operation, initiated by ARCOM from January 30 to February 5. This special week aims to promote women's sport and highlight the representation of women in sport. TF1 Group works year-round to promote women's sport, in particular with the broadcasting of women's football and handball sports broadcasts, achieving audience records.



[Viaplay Group enters Dutch distribution deal with Solcon](#)

Viaplay Group and Solcon, a KPN-owned provider of internet, television and telephone services, have agreed a new distribution partnership in the Netherlands. From 1 February, new Solcon customers can access the Viaplay streaming service for free during the entire 2023 Formula 1 season.



Disney and Visa join forces to celebrate Disney’s 100th anniversary across Europe, the Middle East and Africa

The Walt Disney Company Europe, Middle East and Africa (EMEA) has teamed up with Visa, a world leader in digital payments, for a long-term, integrated campaign that will see it become the presenting partner for a wide range of Disney’s 100th anniversary experiences in 2023.



**WARNER BROS.
DISCOVERY**

Month-long festival of Winter Sports World championship events to be broadcast on Warner Bros. Discovery Europe Platforms

Fans of winter sports are in for a month of adrenaline-charged action featuring the greatest athletes the sport has to offer with over 120 hours of live coverage across four World Championships events on discovery+, Eurosport and Eurosport App. Boasting unrivalled expertise and some of the most knowledgeable voices in winter sports on its screens and supplemented by comprehensive coverage via Eurosport’s digital platforms, Warner Bros. Discovery Sports will be the true Home of Winter Sports across Europe this February and March.

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.