

What’s happening in European Commercial and VOD Broadcasting 13-17 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.

- [ACT Response to the EC Call for evidence on piracy of live content](#)
- [CreativityWorks! Filing – EC Call for Evidence on Combating online piracy of live content](#)
- [Audiovisual Sector Contribution to EC Call for evidence on combatting online piracy of live content](#)
- [AMC Networks International celebrates Valentine's Day with special programming packed with true stories, desserts and romantic movies](#)
- [Veg Power and ITV’s ‘Eat Them To Defeat Them’ back for its fifth year](#)
- [Paramount and Spin Master celebrate 10 years of Paw Patrol](#)
- [Official trailer revealed for Villeneuve Pironi: Racing's Untold Tragedy](#)
- [TF1 Group publishes its 2022 full year results](#)
- [Viaplay Group: Q4 2022 interim report January-December](#)
- [Disney partners with Community Shop and Ocado on year-long family Cook Club initiative across the UK](#)
- [Warner Bros. Discovery secures new long-term partnership to show the US Open in 45 markets in Europe](#)



[ACT Response to the EC Call for evidence on piracy of live content](#)

The Association of Commercial Television and Video on Demand Services in Europe (ACT) has long advocated for European legislation specifically addressed at addressing the stringent issue of piracy of live content.



[CreativityWorks! Filing – EC Call for Evidence on Combating online piracy of live content](#)

Creativity Works! members create, produce, finance, publish, distribute and showcase creative content. Infringing access to or transmission of protected content in the digital environment continue to drain the creative and cultural sectors’ growth, jobs and investments. On average, illegal access to or transmission of protected content represented 82% of total piracy (be it sports events, films or music) in the EU in 2020 (EUIPO, 2021 - Online copyright infringement in the European Union).



[Audiovisual Sector Contribution to EC Call for evidence on combatting online piracy of live content](#)

The undersigned entities and organisations represent key stakeholders in the film and audiovisual production, exhibition and distribution value chain. We take note of the European Commission’s intention to adopt a Recommendation on piracy of live content and welcome this opportunity to submit reflections relevant to this initiative as well as to the broader EU work on enforcement of IPRs.



[AMC Networks International celebrates Valentine's Day with special programming packed with true stories, desserts and romantic movies](#)

From 10 to 14 February , the television channels SundanceTV, Canal Cocina, Canal Hollywood, DARK and Somos, produced by AMC Networks International Southern Europe, broadcast special programming on the occasion of Valentine's Day. Among the contents it includes, the multi-award-winning documentary 'Nelly & Nadine' (SundanceTV), the ideal desserts to make you fall in love with 'Dulces con Alma: Especial San Valentín' (Canal Cocina) and several series of films that approach love from different prisms stand out. Hand in hand with Canal Hollywood, DARK and Somos.



[Veg Power and ITV’s ‘Eat Them To Defeat Them’ back for its fifth year](#)

Veg Power and ITV announced that their multi-award winning ‘Eat Them To Defeat Them’ campaign, proven to get kids eating veg, has returned for its fifth consecutive year. With recent research confirming veg sales have decreased during the cost-of-living crisis, this year’s Eat Them To Defeat Them aims to play a role in supporting families to keep veg in their shopping baskets.



[Mediaset España supports Red Cross and UNHCR activities in Syria and Turkey](#)

As of today, Mediaset España will air a banner on all its channels (except Boing) to raise viewers’ awareness in favour of the humanitarian work undertaken by NGOs Red Cross and

UNHCR in Syria and Turkey, recently devastated by a tragic earthquake. The live news programmes of Telecinco and Cuatro provide the latest news on the consequences of the humanitarian crisis that affects Turkish and Syrian populations, focusing on work carried out by both organizations.



[Paramount and Spin Master celebrate 10 years of Paw Patrol](#)

Paramount and Spin Master have gathered together to celebrate the 10th anniversary of the hit pre-school animation Paw Patrol. Pam Kaufman, president and CEO of International Markets, Global Consumer Products & Experiences at Paramount, said: "We're incredibly excited to be celebrating 10 years of Paw Patrol with Spin Master Entertainment at our London HQ. This is a momentous occasion that commemorates Paw Patrol's enduring global appeal and unlocks exciting opportunities with a range of partners across multiple demographics. We look forward to creating more unforgettable memories for Paw Patrol fans with the initiatives we have planned in 2023 and beyond."



[Official trailer revealed for Villeneuve Pironi: Racing's Untold Tragedy](#)

Sky Original documentary 'Villeneuve Pironi: Racing's Untold Tragedy' tells the astonishing true story of two supremely gifted Ferrari F1® drivers: Gilles Villeneuve and Didier Pironi, forever torn apart by a historic and hugely controversial moment in time. Through captivating archive footage, interviews with Formula One World Champions Jacques Villeneuve, Alain Prost and Sir Jackie Stewart, alongside the Villeneuve and Pironi families plus their F1 and Ferrari contemporaries the in-depth story of their rise to glory culminating in that infamous and tragic 1982 Formula One season is revealed.



[TF1 Group publishes its 2022 full year results](#)

TF1 Group consolidated revenue for 2022 amounted to €2,507.7 million, an increase of €80.6 million year-on-year (+3.3%). Group advertising revenue amounted to €1,668.9 million, down €25.2 million (-1.5%) year-on-year. Revenue from other Group activities totalled €838.9 million, an increase of €106.4 million year-on-year (+14.5%), driven by the excellent performance of Newen Studios, particularly in the third quarter.



[Viaplay Group Q4 2022 interim report January-December](#)

Viaplay Group published its Q4 2022 interim report January-December. Anders Jensen, Viaplay Group President and CEO commented: 'We ended the year in excellent shape and on track towards our five-year strategic goals. We have delivered in line with our updated guidance for 2022, growing our Viaplay subscriber base to over 7.3 million, and our total sales to SEK 15.7 billion for the year. Despite fierce competition, we continue to grow or

maintain our subscriber market shares in all markets. Viaplay is now available in 11 markets, and we will shortly launch direct-to-consumer in the US and Canada(...)'.



Disney partners with Community Shop and Ocado on year-long family Cook Club initiative across the UK

Disney UK has joined forces with Ocado and Community Shop, creating family Cook Clubs that will teach families how to make a range of delicious Disney-inspired meals. Family Cook Clubs will be hosted in 11 Community Shop locations around the country.



**WARNER BROS.
DISCOVERY**

Warner Bros. Discovery secures new long-term partnership to show the US Open in 45 markets in Europe

Warner Bros. Discovery has extended its rights to show the US Open in 45 markets across Europe, including exclusive access in 42 territories, after reaching a new five-year agreement with the United States Tennis Association (USTA). The deal includes live and highlights rights with every match on every court available to stream on discovery+ and the Eurosport App in addition to live television coverage during the tournament on Eurosport 1 and 2.

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.