

What's happening in European Commercial and VOD Broadcasting 20-24 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 CRIME exclusively premieres two special episodes of 'Playboy Secrets', the series that reveals the dark side of Hugh Hefner's empire](#)
- [ITV joins Saatchi & Saatchi as founding partner of Upriser, the creative company's nationwide schools platform](#)
- [Mediaset's new social campaign to raise awareness on the value of reading for children](#)
- [Paramount Ends 2022 With 77 Million Streaming Subs as Paramount+ Adds 10 Million in Q4](#)
- [Seven.One Entertainment Group and Sony Pictures agree extensive film and series deal](#)
- [Sky released official trailer for Sky Original 'Dublin Narcos' set to broadcast on Sky Documentaries this March](#)
- [Viaplay to produce original Polish dramedy 'Stroke'](#)
- [TNT Sports, The future name for BT Sport](#)



[AMC CRIME exclusively premieres two special episodes of 'Playboy Secrets', the series that reveals the dark side of Hugh Hefner's empire](#)

On 5 March, AMC CRIME television channel, produced by AMC Networks International Southern Europe, premieres exclusively in Spain the sequel to 'Playboy Secrets'. After the success of its first installments, the documentary series launches two new episodes in which Hugh Hefner's former girlfriends and employees meet to share and reflect on their experiences with the tycoon.



[ITV joins Saatchi & Saatchi as founding partner of Upriser, the creative company's nationwide schools platform](#)

Leading creative company Saatchi & Saatchi announced ITV as its founding partner for Upriser, the free creative schools platform that it launched at the end of 2022. Designed to inspire with the power of creativity, Upriser offers young people aged 11-18 a real, tangible introduction and route into the creative industries.



[Mediaset's new social campaign to raise awareness on the value of reading for children](#)

As part of "Mediaset ha cuore il futuro" – the company's branded campaign to raise awareness of important social issues - a new multimedia campaign has been launched to help foster a love of reading in children and young people. "Reading: a good habit" will shine a light on the fact that children and young people under the age of 18 are far more

likely to develop a passion for reading if they receive encouragement from their parents. The latest ISTAT survey on the production and reading of books in Italy shows that readership among children under 18 is 73.5% if both their parents are readers. If neither their mother nor their father reads, this drops to 34.4%.



[Paramount Ends 2022 With 77 Million Streaming Subs as Paramount+ Adds 10 Million in Q4](#)

Paramount surpassed 77 million streaming subscribers in Q4, adding 10 million to Paramount+ alone to reach nearly 56 million customers for that platform. In comparison, the paid streamer added 4.6 million subscribers in the third quarter, reaching nearly 67 million global direct-to-consumer customers overall for Paramount by the end of September.



[Seven.One Entertainment Group and Sony Pictures agree extensive film and series deal](#)

Seven.One Entertainment Group and Sony Pictures are continuing their long-standing collaboration and have signed an extensive rights deal. The contract gives the platforms of the Seven.One Entertainment Group access to the latest cinema films, new series and the extensive Sony Pictures library. In addition to the broadcasting rights for the free TV and pay TV stations of the Seven.One Entertainment Group in Germany and Austria, the contract also includes extensive digital exploitation for the group's own streaming platforms Joyn and Zappn.



[Sky released official trailer for Sky Original 'Dublin Narcos' set to broadcast on Sky Documentaries this March](#)

Sky released the official trailer for Sky Original series, Dublin Narcos, ahead of its broadcast on Sky Documentaries and NOW from March 4th. The new three-part docu-series tells the story of how Dublin transformed from a recession-blighted city in the 1980's to a growing metropolis in the 1990's. As its fortune changed, so too did its criminals. They spotted new opportunities. Those opportunities were sourcing and selling a succession of illegal substances – heroin, ecstasy and cocaine. As these drugs exploded in popularity, they came to redefine life and crime in Ireland, making millions for some, while fuelling a rise in addiction, violence and organised crime for many others.



[Viaplay to produce original Polish dramedy 'Stroke'](#)

Viaplay has commissioned the eight-part Polish dramatic comedy 'Stroke', starring Jacek Poniedziałek (the major films 'A Heart of Love' and 'The Reverse') as a Warsaw bon vivant and popular TV host whose life is suddenly turned upside down. Created by acclaimed playwright and screenwriter Paweł Demirski ('Artysci'), 'Stroke' will premiere exclusively

on Viaplay in 2023 and reflects the service's commitment to producing distinctive, high-quality storytelling in Poland.



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TNT Sports, The future name for BT Sport

TNT Sports will be the new name for the premium sports brand to be launched later this year by the Joint Venture (JV) between BT Group and Warner Bros. Discovery. The new name heralds an important step in the previously announced plans to unite the enviable collection of premium rights from BT Sport and Eurosport under a single offer in the future. In July 2023, TNT Sports will replace the BT Sport name and represents the start of a new journey and relationship with sports fans in the UK & Ireland that will continue the spirit of what BT Sport has built over the past decade.

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.