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What's happening in European Commercial and VOD Broadcasting 27 February - 3 March 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 Networks International commemorates Women's Month with special programming
- **ITVX** announces content partnership with STUDIOCANAL
- Mediaset España approved a successful 2022 annual report
- Pluto TV launches on Facilotab tablets to ensure easy use
- Mega Hollywood deal! Seven.one entertainment group and NBCUniversal expand their partnership and complete their largest joint film and series deal to date
- MultiChoice and Comcast's NBCUniversal and Sky partner to create leading streaming service in Africa
- Euroleague Basketball and United Media extend NOVA and Sportklub partnerships
- Viaplay Group's sustainability leadership and emission reduction targets recognised



AMC Networks International commemorates Women's Month with special programming

On the occasion of International Women's Day, throughout the month of March and especially on 8 March, the television channels SundanceTV, Canal Hollywood, Canal HISTORIA, DARK, Odisea and the AMC+ streaming service, produced by AMC Networks International Southern Europe, offer special programming with more than 200 hours of content and 88 different titles with women as protagonists. In addition to being broadcast on the channels, a large part of this content will be available on demand on the main television operators.



ITVX announces content partnership with STUDIOCANAL

ITV announced a partnership with STUDIOCANAL to carry its STUDIOCANAL PRESENTS service, which will bolster ITVX Premium, the streamer's subscription tier, giving ITVX subscribers access to hundreds of quality films and television series from STUDIOCANAL's renowned catalogue.

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Mediaset España approved a successful 2022 annual report

Mediaset España's Board of Directors approved the company's 2022 accounts. Against the macroeconomic backdrop of the ongoing Russia-Ukraine conflict, persistently high inflation and a steep rise in interest rates, Mediaset España's net revenue in 2022 totalled €865.3m, including €799.4m in gross advertising revenue. Of the total advertising revenue, €759.2m was generated through the management of Mediaset España's own media channels, an impressive figure which clearly evidences the company's capacity to monetise its strong viewer basis and target audience leadership position, and €40.2m was delivered through



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the management of third-party media, taking net advertising revenue to a total of €762.2m. Mediaset España secured the highest viewer shares among the main audience segments, offering the strongest commercial demand in free-to-air TV and boasting a leadership position over the year in commercial target with a 28.8% share, 2.6 percentage points higher than its average share in total individuals (26.2%).



Pluto TV launches on Facilotab tablets to ensure easy use

Pluto TV has partnered with tablet specialist Facilotab to integrate the streaming platform into all new Facilotab tablets in order to guarantee easy use, especially for seniors and people with disabilities. Facilotab's large icons and features including an anti-shake keyboard, audio text playback, powerful zoom, specially adapted fonts, high contrast mode and video activation via a single button make it easy to use the tablet.



NBCUniversal

Mega Hollywood deal! Seven.one entertainment group and NBCUniversal expand their partnership and complete their largest joint film and series deal to date

The Seven.One Entertainment Group will become NBCUniversal's main media partner in Germany and has agreed on a long-term and wide-ranging rights deal with NBCUniversal Global Distribution. The diverse, exclusive content partnership ensures that the platforms of the Seven.One Entertainment Group have access to current and future blockbusters by the US giant.



MultiChoice and Comcast's NBCUniversal and Sky partner to create leading streaming service in Africa

MultiChoice Group (MultiChoice) and Comcast's NBCUniversal and Sky announced a new partnership that will bring some of the world's best content and technology to streaming customers across MultiChoice's 50-market footprint in sub-Saharan Africa, at a time when Africa is approaching an inflection point in terms of broadband connectivity and affordability. The new Showmax group will be 70% owned by MultiChoice and 30% by NBCUniversal. (*See Note). It will build on Showmax's success to date and aim to create the leading streaming service in Africa.



Euroleague Basketball and United Media extend NOVA and Sportklub partnerships

Euroleague Basketball (EB) and United Media are delighted to announce the renewal of their partnership, which secures the exclusive rights to broadcast all Turkish Airlines EuroLeague and 7DAYS EuroCup matches in Greece, Serbia, Cyprus, Slovenia, Croatia, Montenegro, Bosnia & Herzegovina and North Macedonia.



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Viaplay Group's sustainability leadership and emission reduction targets recognised

Viaplay Group has been recognised for its leading sustainability performance by Sustainalytics for the second consecutive year, following an analysis of over 15,000 companies around the world, and has received both a 2023 Industry Top-Rated Badge and a Regional Top-Rated Badge. In addition, Viaplay Group's 2030 emission reduction targets for greenhouse gases (GHG) have been validated by the Science Based Targets Initiative (SBTi) as in line with the Paris Agreement's trajectory for limiting global warming to 1.5°C.

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.