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What's happening in European Commercial and VOD Broadcasting 20-24 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 channels celebrate Easter with a program full of movies, series, history and gastronomy
- ITV publishes Social Purpose Impact Report for 2022
- "We are made of water. Let's give it every drop of love": new awareness campaign launch by Mediaset in Italy
- Paramount+ Launches 'Drag Race Italia,' Talks Growth at Series Mania
- Academy, Tony, and BAFTA award winning actor Eddie Redmayne to star in and executive produce Sky & Peacock original series The Day of the Jackal
- TF1 Group awarded at Séries Mania for 'E Syndrome'

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AMC Networks International channels celebrate Easter with a program full of movies, series, history and gastronomy

Television channels Canal HISTORIA, Canal Cocina, Canal Hollywood, DARK, Somos and Enfamilia, produced by AMC Networks International Southern Europe, offer special programming full of films, documentary series and gastronomic proposals to celebrate Easter week.



ITV publishes Social Purpose Impact Report for 2022

ITV published its Social Purpose Impact report for 2022 describing progress in its mission to shape culture for good across four focus areas: Better Health, Climate Action, Diversity and Inclusion and Giving Back. Highlights include 47 million actions taken by the UK public to support their physical and mental health; being rated amongst the top 2% of disclosing companies in the world for its work in climate action; the launch of an £80 million Diversity Commissioning Fund to drive change towards racial and disability equity and over £29 million raised for good causes.



"We are made of water. Let's give it every drop of love": new awareness campaign launch by Mediaset in Italy

On the occasion of World Water Day, on 22 March, Mediaset promotes a new awareness campaign: "We are made of water: let us give it every drop of love". A spot, distributed by the Group's networks and online properties, invites viewers to take care of a scarce resource that should not be wasted. Insights, data and suggestions are also made available with the aim of inducing more responsible behaviour. Water efficiency in all sectors and water scarcity are part of the corporate social responsibility initiative "Mediaset has the future at heart".

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Paramount+ Launches 'Drag Race Italia,' Talks Growth at Series Mania

Paramount+ will be bowing "Drag Race Italia" Season 3 on the streaming service in Italy, followed by the U.S. and Latin America later this year. The news came minutes before Marco Nobili, Paramount+ EVP and international general manager for Paramount took to the stage at France's Series Mania in Lille for a fireside chat to talk an industry audience through Paramount+'s roadmap on a path to profitability which takes in harnessing the power of its huge IPs, further geographical expansion, scaling and franchises.



Academy, Tony, and BAFTA award winning actor Eddie Redmayne to star in and executive produce Sky & Peacock original series The Day of the Jackal

Sky and Peacock announced that Academy, Tony and BAFTA award winning actor Eddie Redmayne (The Good Nurse, Trial of The Chicago Seven and The Theory of Everything) will star in the new original television series The Day of the Jackal in the lead role of the Jackal. Redmayne will also serve as executive producer on the project. The series is based on the seminal Frederick Forsyth thriller and subsequent award-winning 1973 film adaptation of the same name from Universal Pictures.



TF1 Group awarded at Séries Mania for 'E Syndrome'

On the occasion of the 5th edition of the "Series Mania" festival, which takes place from March 17 to 24 in Lille, TF1 Group is very happy to have won the Vidocq Prize for detective series for its 'E Syndrome' series. The Vidocq prize distinguishes a detective series for its quality and credibility with a jury of internal security professionals (prosecutors, prefects, commissioners, gendarmes, etc.).

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.



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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.