

## What's happening in European Commercial and VOD Broadcasting 27-31 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+ releases the teaser and new images of its original series 'The Walking Dead: Dead City'](#)
- [The universe is expanding... like the growth of Mediaset Infinity!](#)
- [ProSiebenSat.1 strengthens focus on entertainment business](#)
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### [AMC+ releases the teaser and new images of its original series 'The Walking Dead: Dead City'](#)

The premium streaming service AMC+ launches the teaser in Spanish and images of its new original series 'The Walking Dead: Dead City', which will arrive exclusively in Spain in June 2023. The series is the upcoming spin-off of The Walking Dead Universe and stars Lauren Cohan and Jeffrey Dean Morgan.



### [The universe is expanding... like the growth of Mediaset Infinity!](#)

Mediaset's streaming platform, Mediaset Infinity, registered an excellent performance over the last 4 years in terms of reach, video views and viewing time, with a significant increase on the first screen. Data are encouraging. Audience reach grew 33% from 330K in 2018 to 1.7 million in 2022, with 30% on the first screen. Video views grew 47% YOY to 10.45 million in 2022. Watch time also increased at a double-digit rate to 1.31 million/hour. Mediaset Infinity is available on smart TVs and on a wide range of devices with free streaming of the best Mediaset programmes as well as an exclusive selection of on demand content.



### [How Paramount+ is using fandoms to 'evangelize' audiences](#)

With titles like Star Trek and Halo on its streaming service, Paramount is handing over control of its marketing assets to avid fan communities to promote the service on its behalf. International chief marketing officer for Paramount+, Cameron Dillavou, tells The Drum when you have intellectual property like Star Trek you need to let fans "evangelize

audiences” and spread the word. “It’s much more powerful coming from them [fans] in an organic way, fan to fan, rather than us.”



### [ProSiebenSat.1 strengthens focus on entertainment business](#)

ProSiebenSat.1 presented the sharpened strategic focus, with which the Group addressed the challenges of the market environment and the changing media landscape, while at the same time leveraging the Group's growth potential. Bert Habets, Group CEO of ProSiebenSat.1 Media SE: “We at ProSiebenSat.1 have everything it takes to reach millions of people day by day. Now we want to translate this even better into growth and become even more attractive, especially digitally. To do this, we are consistently putting our viewers and users first so that they spend as much time as possible with us and our offerings(...)”.



### [‘The Last of Us’ gets its tendrils into the nation with finale reaching over 3.1 million Sky UK viewers](#)

The last episode of the critically acclaimed series, The Last of Us, has received the biggest audience ever for a first-series US drama finale on Sky. Captivating viewers, the concluding episode has reached over 3.1 million UK viewers to date reflected in the 7-day cumulative audience figure.



### [“Les Randonneuses” series rewarded at Series Mania](#)

On the occasion of the Series Mania festival award ceremony which took place on 24 March 2023, Clémentine Célerié was awarded the Best Actress Prize for her role in "Les Randonneuses", soon to be broadcast on TF1.



**UNITED**  
M E D I A

### [TV Nova from Serbia and Nova.rs celebrated their birthdays with top results](#)

TV Nova celebrated its fourth birthday, which it welcomed as the most watched cable television in Serbia, according to TV Beat measurements, while the Nova.rs portal celebrated its third birthday, as the fourth most read portal in Serbia, on Gemius’ list.



## **WARNER BROS. DISCOVERY**

### **New experts, more content, same unrivalled commitment to cycling**

Warner Bros. Discovery launched its season of cycling with sports fans promised a bumper year of world-class two-wheeled action from all four corners of the globe. From track cycling to road cycling and mountain biking to cyclo-cross, Warner Bros. Discovery is the only destination to follow the cycling season all-year round as the likes of Tadej Pogacar and Jonas Vingegaard prepare for their assaults on the Grand Tours while superstars Mathieu Van der Poel and Wout Van Aert go toe-to-toe in a series of epic battles throughout the season.

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### **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.