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# What's happening in European Commercial and VOD Broadcasting 3-7 April 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.

- A+E Networks EMEA announces brand refresh for the HISTORY® channel across EMEA
- HISTORY channel, AMC BREAK and AMC CRIME, the three most watched documentary channels on pay-TV in March
- ITV Studios collaborates with award-winning TripleC to launch disabled led drama production training videos
- MFE and Meta join forces against online piracy
- TF1 Group will adapt the famous series "Cat's Eyes"
- Viaplay Group publishes 2022 Annual & Sustainability Report
- Celebrating Earth Month with The Walt Disney Company
- WBD Celebrates Warner Bros.' 100 Years of Storytelling with New Products, Content & Experiences



#### A+E Networks EMEA announces brand refresh for the HISTORY® channel across EMEA

A+E Networks EMEA announced the refresh of The HISTORY® Channel logo and brand identity across EMEA. The popular pay-tv brand will continue to be a leader in broadcasting high-quality and entertaining factual content, now accompanied by a new vibrant logo, delivering a polished and fresher look for viewers.



HISTORY channel, AMC BREAK and AMC CRIME, the three most watched documentary channels on pay-TV in March

AMC Networks International Southern Europe reinforced its leadership in the documentary segment in March after taking the top three positions in the audience ranking. According to data reported by Kantar Media, Canal HISTORIA, AMC BREAK, and AMC CRIME ranked first, second, and third, respectively, a milestone no company had achieved before.



ITV Studios collaborates with award-winning TripleC to launch disabled led drama production training videos

ITV Studios and the BAFTA-award-winning TripleC Disabled Artists Networking Community (DANC), have partnered up to launch a series of production training videos created by deaf, disabled, autistic and neurodivergent talent.







#### MFE and Meta join forces against online piracy

Under the multi-year partnership signed on 29 March 2023, Mediaset will work with Meta to implement a set of tools and systems to protect its unit Reti televisive Italiane (RTI)'s copyrighted content, including live broadcasts. Meta will also provide RTI with training and support to make the most effective use of the U.S. group's 'Rights Manager' tool to allow the Italian company to authorise, manage and protect its content. Gina Nieri, Member of the Board and Vice President of RTI, stated: "This agreement with Meta is in line with the Copyright Directive, it represents a paradigmatic turning point to bridge the loss of value suffered by cultural industries in the absence of a regulatory framework and redefines the responsibilities of the online platforms. The partnership with Meta demonstrates that if platforms work together to prevent acts of piracy, it is possible to find solutions that herald growth and value creation for the whole production chain. We hope that the European Commission will soon find useful tools to curb piracy of live content or content of equivalent economic value".



#### TF1 Group will adapt the famous series "Cat's Eyes"

After 40 years of worldwide success in manga and cartoon, Tsukasa Hôjô's series "Cat's Eye" will be adapted into a series for TF1. Discussions are underway with several SVOD platforms for its co-financing. Directed by Alexandre Laurent (Les Combattantes, Le Bazar de la Charité), the series Cat's eyes is produced by Big Band Story (Benjamin Dupont-Jubien and Mehdi Sabbar) for TF1. Filming is scheduled for fall 2023.



### Viaplay Group publishes 2022 Annual & Sustainability Report

Viaplay Group published its 2022 Annual & Sustainability Report. The report presents Viaplay Group's financial and sustainability performance in 2022, along with an overview of the company's strategy and targets, and includes interviews with Enrique Patrickson, Viaplay Group Chief Financial Officer, and Lena De Geer, Viaplay Group Head of Sustainability.



#### **Celebrating Earth Month with The Walt Disney Company**

The Walt Disney Company is committed to taking meaningful action to support a healthier planet for future generations. By reducing its environmental footprint, investing in animal care and conservation, and telling stories that inspire action, the Walt Disney Company is continuing its longstanding work to ensure that people, plants and animals have a healthy place to call home. These collective efforts are known as Disney Planet Possible – tangible actions taken that put possibility into practice and inspire optimism for a brighter, more sustainable future for us all.



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# WBD Celebrates Warner Bros.' 100 Years of Storytelling with New Products, Content & Experiences

As part of its centennial campaign "Celebrating Every Story," Warner Bros. Discovery has unveiled its collection of global products, content, and experiences honoring Warner Bros. Studios' 100th anniversary on April 4. The commemorative offerings celebrate the company's milestone birthday and includes toys, apparel, collectibles, concerts and more that showcase key moments in Warner Bros.' rich history — from its beginning with Casablanca to Looney Tunes to DC and everything in between.

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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.