

## What's happening in European Commercial and VOD Broadcasting 8-12 May 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.

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- [A+E Networks EMEA launches FAST channels on Amazon Freevee](#)
- [Scope and ITV hard-hitting 'Cost of Breathing Crisis' campaign will air today - after pair turn charity challenge into reality](#)
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### [ACT welcomes adoption of CULT AVMSD implementation report](#)

ACT welcomes the adoption by the European Parliament of its report on the implementation of the Audiovisual Media Services Directive (AVMSD). In so doing, we express our congratulations to the rapporteur, MEP Kammerevert.



### [A+E Networks EMEA launches FAST channels on Amazon Freevee](#)

A+E Networks EMEA announces the UK launch of its three free ad-supported (FAST) channels on Amazon Freevee. The launch builds on A+E Networks EMEA's expansion into the emerging FAST space and offers free access to A+E Networks EMEA's library of programming for its three curated channels: Inside Crime, Mystery TV, and World War TV.



### [Scope and ITV hard-hitting 'Cost of Breathing Crisis' campaign will air today - after pair turn charity challenge into reality](#)

The disability equality charity Scope has teamed up with ITV for a powerful new ad campaign, highlighting how disabled people are being hit hardest by the cost-of-living crisis. The advert is to air throughout May and June from today, including during tonight's I'm A Celebrity Get Me Out of Here. It features 6 disabled actors, in scenarios inspired by the thousands of devastating stories Scope has heard from disabled people during the cost-of-living crisis.



### **Mediaset kicked off a multimedia initiative to support local tourism**

"Travelling in Italy: a sign of love" celebrates the beauties of Italian landscape and invites the viewers to engage in a more sustainable tourism on the eve of the summer season, when an ever-increasing number of travellers and tourists are visiting the country. The campaign, launched on 7 May within the CSR initiatives "Mediaset ha cuore il futuro", is available on the Group's TV, radio, digital and social properties. Moreover, on 29 May, a research "Communicating sustainable tourism", carried out by the Research Center on Television and Audiovisuals in collaboration with Mediaset's Publitalia '80, will be presented by Minister of Tourism Daniela Santanché and by the Rector of the Catholic University of Milan, Franco Anelli.



### **Paramount Global and Immersive Gamebox team up to bring a life-sized PAW Patrol® game to fans**

Immersive Gamebox announced a partnership with Paramount Global to launch a brand-new video game experience. The game is based on the globally beloved preschool series PAW Patrol, which is produced by Spin Master Entertainment and airs on Nickelodeon. The experience will be available to play at all Immersive Gamebox locations in the UK and US beginning June 14th, 2023.



### **EFL announces landmark broadcasting deal with Sky Sports**

EFL clubs have unanimously approved a record domestic rights deal with broadcaster Sky Sports worth £935m over a five-year period, running from season 2024/25 to season 2028/29, with over 1,000 matches to be broadcast each season – a record number of games for any club football agreement. In total, 1,059 EFL matches are set to be broadcast exclusively across existing Sky Sports channels or live via a Sky Sports streaming destination available on TV and mobile devices.



### **MYTF1 now available on Amazon Fire TV**

TF1 Group and Amazon announce that from 11 May 2023 MYTF1, TF1 group's streaming platform, will be available on Amazon Fire TV. Anyone with an Amazon Fire TV Stick, Fire TV Cube, Echo Show 15 or a compatible smart TV will now be able to access MYTF1 by downloading the app. They will also be able to use the Alexa voice assistant to access TF1 group content fast by saying "Alexa, start MYTF1".



**UNITED**  
M E D I A

[UEFA Champions League, UEFA Europa League and UEFA Europa Conference League remain on Sport Klub channel in Slovenia](#)

United Media is pleased to announce a new multi-year contract for the rights to broadcast the UEFA Champions League, UEFA Europa League and UEFA Europa Conference League on Sport Klub channel in Slovenia.



**WARNER BROS.**  
**DISCOVERY**

[Warner Bros. Discovery Reports First-Quarter 2023 Results](#)

Warner Bros. Discovery, Inc reported financial results for the quarter ended March 31, 2023: Q1 total revenues were \$10,700 million. In Q1, WBD was the #1 most-watched Total TV linear portfolio among P25-54 viewers. David Zaslav, President and Chief Executive Officer of Warner Bros. Discovery said: “It is an important time for Warner Bros. Discovery. We’ve come through some major restructurings and have repositioned our businesses with greater precision and focus. And we see a number of positive proof points emerging, with DTC perhaps the most prominent. We made a meaningful turn this quarter with \$50 million in segment EBITDA and 1.6 million net adds, and we feel great about the trajectory we are on (...).”

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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.