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What's happening in European Commercial and VOD Broadcasting 15-19 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.

- A+E NETWORKS EMEA expands FAST footprint with Samsung TV Plus
- AMC+ launches the official trailer of its new spin-off 'The Walking Dead: Dead City'
- ITV launches new Britain Get Talking campaign created by Uncommon to support young people through exam stress
- Mediaset's sustainability commitments
- MTV EMAs to Return to Paris
- Sky Documentaries announces definitive documentary series on London 7/7 bombings
- United Group's media arm United Media continues successful partnership with CNN



A+E NETWORKS EMEA expands FAST footprint with Samsung TV Plus

A+E Networks EMEA continues its expansion into the emerging FAST space by launching its three FAST channels on Samsung TV Plus, the ad-supported video-on-demand streaming service. Samsung TV Plus' customers will have free access to A+E Networks EMEA's programming library for its three curated channels: Inside Crime, Mystery TV, and World War TV.



AMC+ launches the official trailer of its new spin-off 'The Walking Dead: Dead City'

AMC+ launches the trailer in Spanish and the official poster of its original series 'The Walking Dead: Dead City', which will arrive exclusively in Spain on June 19, coinciding with the premiere in the United States. The series is the upcoming spin-off of The Walking Dead Universe and stars Lauren Cohan and Jeffrey Dean Morgan as Maggie and Negan.



ITV launches new Britain Get Talking campaign created by Uncommon to support young people through exam stress

ITV launches new Britain Get Talking campaign created by Uncommon to support young people through exam stress. ITV and STV's landmark mental health campaign, Britain Get Talking, returns to help young people cope with the stress that comes from an impending, often high pressure exam season. According to a YouGov survey of UK adults, over two thirds (72%) of UK parents with children aged 14–18 say that exam stress is causing their children concern at the moment.

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Mediaset's sustainability commitments

MFE, Mediaset's parent company, published its Annual Sustainability Report. In 2022, the Group's sustainability strategy became fully operational, based on the guidelines defined by the Board of Directors in the areas of Environment, Social and Governance. These guidelines identify corporate priorities and macro-objectives for the coming years: Carbon Neutrality by 2030, raising public awareness of environmental and social issues through the activity of a responsible and pluralist broadcaster, progressive introduction of sustainability criteria and principles into management practices and choices throughout the organisation.



MTV EMAs to Return to Paris

After Düsseldorf last year and Budapest in 2021, the MTV EMAs will take place in Paris this year, with Paramount Global bringing the music awards show to the French capital for the first time since 1995. The event will take place in Paris, France, and broadcast live on MTV in over 150 countries on 5 November.



Sky Documentaries announces definitive documentary series on London 7/7 bombings

Sky announced the 3-part series 7/7: Britain's Day of Terror (w/t) which will launch on Sky Documentaries and NOW in 2025 to coincide with the 20th anniversary of the 7/7 bombings. The Sky Original series is the definitive account of the shocking events in London on 7th July 2005 when 52 people were killed and more than 700 injured as part of an Al-Qaeda campaign.



United Group's media arm United Media continues successful partnership with CNN

United Media, the media arm of United Group, has signed a new three-year agreement that extends the successful collaboration between its flagship news platform, N1 and the prestigious American media corporation, CNN.



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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.