PAGE | 1

# What's happening in European Commercial and VOD Broadcasting 19-23 June 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.

- ACT General Assembly elects Cécile Frot-Coutaz as new President
- ITV commissions new film on the Windrush generation
- Available now on Mediaset Infinity an ESG dedicated offer
- Deutsche Telekom adds Pluto TV to MagentaTV
- Introducing Sky Live, the new interactive camera from Sky
- Newen Studios affirms its leadership in premium documentary
- REUTERS: TV Nova is the most trusted media in Croatia, with the most watched news program
- Warner Bros. Discovery launches refugees' voice series as part of Home Crowd campaign



#### **ACT General Assembly elects Cécile Frot-Coutaz as new President**

The Members of the Association of Commercial Television and Video on Demand Services in Europe (ACT) elected Cécile Frot-Coutaz as President of the ACT. Ms Frot-Coutaz is the Chief Executive Officer of Sky Studios, Sky's scripted original programming arm across Europe, with responsibility for Sky's News portfolio. She is a recognised leader in media with a breadth and depth of experience across audiovisual and technological industries in Europe and across the globe. The General Assembly of members welcomes Cécile Frot-Coutaz and expresses its deep gratitude to Guillaume de Posch, outgoing ACT President, for his seven years of commitment and support to the Association.



#### ITV commissions new film on the Windrush generation

Marking the 75th anniversary of the Empire Windrush ship's arrival at Tilbury Docks, ITV has commissioned a new documentary in partnership with the Pride of Britain telling the story of the generation of people who left the Caribbean for a new life in Britain. Members of the Windrush generation will share their stories with well- known figures including Sir Trevor McDonald, Alesha Dixon, Mel B, Judy Love and HRH The Prince of Wales.



#### Available now on Mediaset Infinity an ESG dedicated offer

Mediaset Infinity, Mediaset's OTT platform, adds a special offer dedicated to environment and sustainability encompassing editorial content (entertainment, fiction, news, infotainment, sport and documentaries) selected through the analysis and classification of Mediaset's programming. Mediaset Group has always played a central role in promoting sustainability and raising public awareness about environmental and social issues in order



PAGE 12

to contribute to the achievement of the Sustainable Development Objectives defined by the UN 2030 Agenda.



#### **Deutsche Telekom adds Pluto TV to MagentaTV**

Deutsche Telekom is integrating the free, ad-financed streaming service Pluto TV into its TV platform MagentaTV. As part of the cooperation agreed between the German telco and Pluto TV operator Paramount, MagentaTV customers will be able to access more than 150 FAST Channels with series, movies, comedy, sports and documentaries from June 28, 2023.



#### Introducing Sky Live, the new interactive camera from Sky

Sky today unveils Sky Live, the clever entertainment device that will transform the way you use your TV. Exclusive to Sky Glass, the new interactive camera brings you exciting new ways to share your favourite TV with family and friends, work out, play and video call – all on your TV.



#### Newen Studios affirms its leadership in premium documentary

A major European player in audiovisual production and distribution, Newen Studios is one of the leaders in documentaries with more than a hundred hours produced each year, significant audience successes and strong recognition through numerous awards and selections in the biggest festivals. Newen Studios was present at Sunny Side of the Doc through its production entities, including CAPA, and its distribution subsidiary Newen Connect. The festival is an important showcase for European productions which are at the heart of the group's catalogue.



# REUTERS: TV Nova is the most trusted media in Croatia, with the most watched news program

The Reuters Institute published its large annual survey on the state of the media, which also confirmed Nova TV's status as the most watched media in Croatia and the one most trusted by the Croatian public in 2022. One of the key success factors of Nova TV's news program is the consistency in providing reliable information and creating relevant content.



PAGE I 3



## Warner Bros. Discovery launches refugees' voice series as part of Home Crowd campaign

Warner Bros. Discovery Sports Europe is set to launch new initiatives on World Refugee Day (20 June) to champion the stories of refugee athletes and to demonstrate the power of sport in helping displaced people to reshape their futures. Refugees' Voice is Eurosport's new series which shares stories from Refugee Athlete Scholarship-holders hoping to be selected for the Refugee Olympic Team at Olympic Games Paris 2024.

\*\*\*\*\*\*\*\*\*

## 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.