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What's happening in European Commercial and VOD Broadcasting 18-22 September 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.

- Al Murray explores the complex legacy of the British Empire for Sky History
- SundanceTV premieres 'Max Anger: Spy', based on the novel series by Martin Österdahl
- ITV lands new deal with UEFA to become home of England men's football team from September 2024
- British media and entertainment sector could be worth £53 billion by 2033
- <u>United Media hosts International Emmy® Semi-finals in partnership with Nova and City of Athens</u>
- Viaplay and CH Media add oneplus to Viaplay Select's DACH footprint
- 'Elemental' Is the Most Viewed Movie Premiere on Disney+ of 2023



Al Murray explores the complex legacy of the British Empire for Sky History

A+E Networks EMEA has commissioned Avalon and Motion Content Group to produce a 4x60' history series, Al Murray: Why Does Everyone Hate the British Empire? authored and presented by Al Murray. Al Murray: Why Does Everyone Hate the British Empire? marks the third collaboration between Avalon and Sky HISTORY for a series featuring historian and writer Al Murray and his comedic alter ego, The Pub Landlord.



SundanceTV premieres 'Max Anger: Spy', based on the novel series by Martin Österdahl On 21 September, the television channel SundanceTV, from AMC SELEKT, exclusively premieres the Swedish series 'Max Anger: Spy', an intriguing political thriller, loaded with action and tension. Based on the saga of spy novels by Martin Österdahl and set in the 1990s, the series delves into an absorbing plot with a love story powerful enough to change the course of history.



ITV lands new deal with UEFA to become home of England men's football team from September 2024

ITV will show live, exclusive, free to air coverage of all England men's football matches outside major tournament finals from September 2024 through to June 2028, in a new deal with UEFA announced this week. The first qualifying campaign will be England's bid to reach the 2026 FIFA World Cup finals in North America, followed by the European Qualifiers to UEFA EURO 2028.



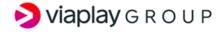
British media and entertainment sector could be worth £53 billion by 2033

A new report from Sky, in partnership with Public First and Oxford Economics, reveals that the UK's media and entertainment sector could be worth £53 billion to the UK economy in 2033 if growth continues at its current trajectory, and with the support of the UK Government. Dana Strong, Group CEO, Sky said: "We face a unique opportunity for the UK to be a global powerhouse of creative production, scaling up to meet growing demand both at home and overseas. (...) There's so much more to do, and Sky is determined to be an engine for that growth – powering creativity in the UK and across the world."



<u>United Media hosts International Emmy® Semi-finals in partnership with Nova and City</u> of Athens

United Media hosted two Semi-Final Judging Rounds of the 2023 International Emmy® Awards in partnership with Nova and the Municipality of Athens. The jury members gathered in Athens and deliberated on nominations in two categories: Best Performance by an Actress and Best Performance by an Actor.



Viaplay and CH Media add oneplus to Viaplay Select's DACH footprint

Viaplay Group and Switzerland's CH Media have agreed a multi-year partnership that secures more than 900 hours of Viaplay Select's curated premium content for CH Media's oneplus streaming service. The deal is the first in Switzerland for Viaplay Select, a branded content concept for partner platforms, and follows earlier tie-ups in the DACH region with Deutsche Telekom's Magenta TV service in Germany and CANAL+ in Austria. The partnership also includes content for CH Media's full portfolio of channels and catch-up services.



'Elemental' Is the Most Viewed Movie Premiere on Disney+ of 2023

Elemental is the most watched movie premiere of the year on Disney+ and among its Top 10 movie premieres of all time, earning 26.4 million views in its first five days of streaming. Directed by Peter Sohn, produced by Denise Ream, and executive produced by Pete Docter, the original feature film is set in Element City, where Fire-, Water-, Earth-, and Air-residents live together.



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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.