

## What's happening in European Commercial and VOD Broadcasting 25-29 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.

- [A+E Networks EMEA launches FAST channels on Rakuten](#)
- [AMC premieres the fifth season of 'Rocco', the Italian series based on the novels by Antonio Manzini](#)
- [Canal+ Secures Exclusive Premier League Rights In Five Markets Until 2028](#)
- [ITV's Britain Get Talking returns](#)
- [Mediaset's campaign "Occhio ai dati, ragazzi!" had a significant return](#)
- [Pluto TV launches on Philips Smart TVs](#)
- [Sky acquires Afro hair documentary from actress Fola Evans-Akingbola](#)
- ['Once Upon a Studio' Trailer Celebrates 100 Years of Stories and 100 Years of Magic](#)
- [All-platform approach sees Warner Bros. Discovery cap record Grand Tour cycling season](#)



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

A+E Networks EMEA announces the UK launch of its three free ad-supported TV (FAST) channels on Rakuten TV, one of the leading streaming platforms in Europe. 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.



### [AMC premieres the fifth season of 'Rocco', the Italian series based on the novels by Antonio Manzini](#)

On 12 October, AMC will premiere the fifth season of 'Rocco', the Italian series based on the detective novels by Antonio Manzini in which the Roman commissioner Rocco Schiavone (Marco Giallini), the "Colombo Italiano", stars with his unmistakable sarcastic style. In this fifth season, made up of eight episodes, Rocco returns to his duties as deputy chief of police in Aosta while dealing with his inner ghosts.



### [Canal+ Secures Exclusive Premier League Rights In Five Markets Until 2028](#)

Canal+ has extended its exclusive rights deal with the English Premier League, the top division of English soccer, for three more seasons until 2027-28. The agreement covers France, Switzerland (French language only), the Czech Republic, Slovakia, and Vietnam and gives Canal Plus access to all 380 matches per season across its linear channels, its streaming service myCANAL and its dedicated channel Canal Plus Premier League.



### **ITV's Britain Get Talking returns**

ITV's Britain Get Talking returns Today, ITV and STV launch a new initiative from the UK's most recognised mental health campaign: Britain Get Talking. On learning that mental health has declined in almost 40% of school children, celebrities will join forces with the broadcaster to encourage every school in the country to set a different type of homework ahead of this year's World Mental Health Day on October 10. The task, developed in partnership with a children's clinical psychologist, will act as a prompt to encourage children to talk about what is on their mind, and to help ease any stress or anxiety they might be feeling.



### **Mediaset's campaign "Occhio ai dati, ragazzi!" had a significant return**

The new integrated communication campaign "Watch out for data, kids!" was launched over the summer to raise awareness among children and their parents regarding the value of personal information and the importance to consciously manage them when browsing the Internet. The initiative featured three different television spots, also available online, and was supported by the RadioMediaset network. "Occhio ai dati, ragazzi!" is part of the social responsibility programme "Mediaset has the future at heart", through which Mediaset puts its expertise and communication strength at the service of the community to promote constructive and concrete information on issues of public interest such as protection of minors' privacy.



### **Pluto TV launches on Philips Smart TVs**

Pluto TV and TP Vision announced a new partnership to launch Pluto TV's Free ad-supported streaming TV services (FAST) on the Philips Smart TV platform across Europe and Latin America. The deal spans more than 25 territories across Europe and Latin America, including the UK, Ireland France, Spain, Italy, Germany, Switzerland, Austria, Norway, Sweden, Denmark, Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, and Venezuela.



### **Sky acquires Afro hair documentary from actress Fola Evans-Akingbola**

Sky UK&I announced the acquisition of Untold Stories: Hair On Set, a new documentary revealing the untold story of Afro hair on film sets, by British actress and filmmaker, Fola Evans-Akingbola (Ten Percent, The Night Agent). The acquisition comes as Sky UK&I announces a new commitment that all productions for Sky Original programming with

Black talent will have makeup artists and hair stylists experienced in Afro textured hair and darker skin tones.



**'Once Upon a Studio' Trailer Celebrates 100 Years of Stories and 100 Years of Magic**

Following its world premiere at the Annecy Film Festival in June, Walt Disney Animation Studios released the official trailer for Once Upon a Studio. The highly anticipated short film will make its broadcast debut on 15 October, as part of ABC's The Wonderful World of Disney: Disney's 100th Anniversary Celebration!, hosted by Kelly Ripa.



**WARNER BROS.  
DISCOVERY**

**All-platform approach sees Warner Bros. Discovery cap record Grand Tour cycling season**

Warner Bros. Discovery (WBD) Sports Europe caps a historic 2023 road cycling season by today announcing its coverage of La Vuelta a España broke streaming records, matching the feat achieved across discovery+, Eurosport App and GCN+ during the Giro d'Italia, Tour de France and Tour de France Femmes. Following 21 stages of live and on-demand coverage of La Vuelta, discovery+ increased its viewership by +72% year-on-year with WBD's total streaming audience increasing by more than a fifth (+21%). This was coupled with a +8% increase in viewers enjoying Eurosport's television coverage across Europe, including a record edition of the race in France.

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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.