

What's happening in European Commercial and VOD Broadcasting 18-22 March 2024

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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[ACT Response to the EC Call for contribution on competition in virtual worlds and generative AI](#)

ACT responded to the EC Call for contribution on competition in virtual worlds and generative AI. ACT members are already making use of AI technology, from post-production (for example visual effects; de-aging; colour adjustment; etc.) to marketing, archive management or even entirely new bespoke interactive experiences for audiences. The ACT approach to AI is based on our respective positions and principles towards Intellectual Property, Media, Privacy and Data law.



[French-Danish Suspense Thriller 'DNA' coming to SundanceTV](#)

On 21 March, the French-Danish suspense thriller 'ADN' will be broadcast on the television channel SundanceTV, produced by AMC Networks International. The series was created by Torleif Hoppe, who was also behind 'The Killing' (winner of the BAFTA award for best international series) and features renowned actress Charlotte Rampling ('Dune', 'Dune: Part Two') in the cast. Additionally, the series was nominated for the Audience Award at the Robert Awards, the highest awards in the Danish audiovisual industry. The eight episodes that make up the first season of 'ADN' can also be enjoyed on demand on AMC SELEKT from the day they premiere.



[STUDIOCANAL announces partnership with French production company WTFilms](#)

STUDIOCANAL announced a partnership with French production company WTFilms (What The Films). The collaboration will focus on genre films with the development, production and distribution of French language and European content with global appeal.



[Growth expected in MFE's 2023 profits and Q1 2024 advertising revenues](#)

MFE- MediaForEurope - parent company to Mediaset's operation in Italy and Spain - is set to close 2023 with expected profit in excess of the €217 million recorded in the previous year, before the accounting effect of ProsiebenSat1's consolidation. The Group's advertising revenues forecasts in Italy and Spain for the first quarter of 2024 are positive, showing 5% growth compared to the same period in 2023. These figures were disclosed by Pier Silvio Berlusconi, MFE-MediaForEurope CEO, stating: "MediaForEurope's project to create a major European broadcaster does not mean making an Italian TV in other European markets with frozen products like those of global platforms, without a soul. Every national market must create a TV suited to its audience: appealing, local, live, produced fresh and consumed immediately. In Italy we are increasing the Italian productions, likewise in Spain, by investing more and creating new jobs".



[RTL Group full-year results 2023](#)

RTL Group announced its audited results for the year ended 31 December 2023. Group revenue was down 5.4 per cent to €6,234 million (2022: €6,589 million), mainly due to significantly lower TV advertising revenue from broadcasting businesses and lower Fremantle revenue. Group revenue was down 4.1 per cent organically compared to 2022. Thomas Rabe, Chief Executive Officer of RTL Group, said: 'In 2023, we demonstrated the resilience of our businesses in a particularly challenging environment. As announced, we invested through the cycle. We grew our streaming services, extended our market leadership positions, in particular in Germany, and released globally acclaimed content. The second half of 2023 was one of the most profitable half-years in the history of RTL Group despite weak advertising markets and significant investments, enabling us to pay an attractive dividend (...)'.



[Sky Sports commissions 10 new pieces of content, delivering new and diverse content created by leading talent from the New Focus Fund](#)

Sky Sports has commissioned ten pieces of content, produced by creators who are part of Sky Sports initiative – the New Focus Fund. The fund is part of Sky's £30 million commitment to tackle racial injustice, remove barriers and provide opportunities for creative talent in the industry.



TF1 Group is committed to the 30th Sidaction campaign

Committed alongside Sidaction since its creation, TF1 Group will mobilise again this year from March 18 to 24 through its antennas and the participation of its presenters and journalists in awareness spots and calls for donations. The operation is celebrating its 30th anniversary this year! To ensure high visibility for this campaign, the association's red ribbon will be present on the logo of all the TF1 Group channels. Throughout the week, several spots calling for donations played by the Group's hosts will be broadcast on the air, to encourage viewers to call 110.



United Media's spring spectacle of premier programming

United Media maintains its dominance in the media landscape with a relentless commitment to top-notch programming, spanning entertainment, news, sports, and serial content. Our recently unveiled spring line-up on television stations elevates the viewing experience to new heights, promising audiences an exhilarating journey. From our TV channels across Southeastern Europe, viewers can indulge in an array of the world's most prestigious licensed TV formats, including Survivor, Your Face Sounds Familiar, Hell's Kitchen, I can see your voice and the quiz show Joker.



Warner Bros. Discovery presents its complete cycling collection to commence the 2024 season

Warner Bros. Discovery (WBD) unveiled its international broadcast, streaming and content offer for cycling fans as the new season gathers pace. WBD will produce coverage of more than 1,000 races this season covering 300 days of live action, offering fans more cycling than any other broadcaster. This includes every man's and woman's UCI World Tour race and Grand Tour stage, as well as every WHOOP UCI Mountain Bike World Series event and the best Track, Cyclocross and BMX events as well as being the only place in Europe to watch all of the Olympics 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.