

What's happening in European Commercial and VOD Broadcasting 6-10 May 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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[¡BUENVIAJE! undertakes a road trip through the United States with the help of actor John Leguizamo to discover the country's Latin culture](#)

On 7 May, the television channel ¡BUENVIAJE!, produced by AMC Networks International Southern Europe, premieres exclusively in Spain 'Leguizamo and Latin wealth in the United States'. Over six episodes, the production embarks on an exciting road trip led by actor John Leguizamo ('John Wick'), to delve into the tradition, history and gastronomy of the Latin community and his contribution to the American culture.

ATRESMEDIA



[Atresmedia celebrates Mothers' Day](#)

To celebrate Mothers' Day in Spain, Atresmedia launched a campaign aimed at the advertising sector in which it affirms that television remains the medium where advertising has the greatest and best impact.



[STUDIOCANAL announces the creation of its new label 'STUDIOCANAL STORIES'](#)

STUDIOCANAL announced the creation of "STUDIOCANAL STORIES", a new label dedicated to literary adaptations into films and TV series, and the first in France and several countries in Europe, making STUDIOCANAL a pioneer within production and distribution studios.



[New streaming service, Freely, launches in landmark collaboration between UK broadcasters](#)

Everyone TV - the organisation leading the evolution of free TV in the UK - announced that its new streaming service Freely has launched. Backed by BBC, ITV, Channel 4 and Channel 5, Freely is available through the next generation of smart TVs now on sale in stores and online.



[Mediaset joins AGCOM's piracy shield](#)

Mediaset renews its commitment in the fight against online piracy and joins the "Piracy Shield" platform set up under the aegis of AGCOM. Piracy is a criminal crime that damages not only content creators and copyright holders, but also the entire sports and entertainment industry. The rights of those who invest in the creation, production and dissemination of original content must be defended with determination for the promotion of a safe digital environment and for the protection of all workers in the audiovisual industry. Mediaset has always declared "zero tolerance" towards all forms of online piracy and cybercrime, supporting projects such as AGCOM's "Piracy Shield".



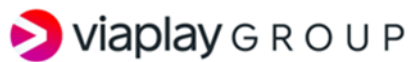
[World Press Freedom Day](#)

What does press freedom mean for you? For World Press Freedom Day, we asked journalists and editors across RTL Group why press freedom is critical for their work. Established by the United Nations and taking place annually on 3 May, World Press Freedom Day is dedicated to the importance of journalism and freedom of expression. It is a chance for media professionals to commemorate the fundamental principles of press freedom and defend the media from attacks on its independence. This year, World Press Freedom Day aims to highlight the significant role played by the press in securing a sustainable future that respects the rights of individuals and the diversity of voices. At RTL Group, we believe that trust is the basis of all journalistic communications.



Niamh Algar and Tom Hollander to star in new Sky Original thriller 'Iris' from acclaimed 'Luther' writer and creator Neil Cross

Niamh Algar (Mary & George, The Virtues) and Tom Hollander (The White Lotus, Feud: Capote vs. The Swans) are to star in a new Sky Original thriller Iris, written and created by Neil Cross, the mastermind behind the acclaimed Golden Globe Award-winning series Luther. The lead director is Terry McDonough (Breaking Bad, Better Call Saul). Iris is a Sky Studios and Fremantle co-production and will commence filming this month in Sardinia, Italy. Iris is a sun-drenched chase thriller about a rootless and enigmatic genius, Iris Nixon (Algar) who steals a code from charming philanthropist Cameron McIntyre (Hollander) and goes on the run.



Viaplay Group secures Formula 1 rights in the Netherlands and all Nordic countries in landmark five-year deal

Viaplay Group has renewed its rights to show Formula 1 in the Netherlands, Sweden, Finland, Denmark, Norway, and Iceland up to and including the 2029 season. Fans in all six countries can continue to follow every second of thrilling high-speed action from the pinnacle of world motorsports live on Viaplay Group's platforms, together with world-class studios, local-language commentators and expert analysts, exclusive documentaries headlined by three-time World Drivers' Champion Max Verstappen, and much more. The five-year agreement is the first in the history of Viaplay Group and Formula 1's long-running partnership.



Disney+ Celebrates Star Wars Day with Debut of New Trailer for 'The Acolyte'

In celebration of the annual Star Wars fan holiday, Disney+ debuted an exciting, brand-new trailer and poster for Lucasfilm's upcoming Star Wars series The Acolyte. The thrilling, suspenseful live-action series launches on Tuesday, June 4, with the first two episodes, exclusively on Disney+.



TUDOR Pro Cycling team to star in new behind-the-scenes docuseries on Eurosport ahead of Grand Tour season debut

TUDOR, the Swiss-based watchmaker, has agreed a new content partnership with Eurosport that sees the Home of Cycling produce a new nine-part docuseries following the TUDOR Pro Cycling Team. Eurosport has harnessed its cycling expertise, storytelling ability and unmatched international reach to provide the cycling community with an unprecedented inside look at the TUDOR Pro Cycling Team as they prepare to contest their first Grand Tour at the 2024 Giro d'Italia, just two years after forming.

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.