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What's happening in European Commercial and VOD Broadcasting 13-17 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

- Odisea premieres 'Wild Europe', a documentary series that discovers the most fascinating places of European heritage
- CANAL + is expanding its cinema series offer with a new CINÉ+ OCS offer from July 3
- ITV and Hera Pictures announce 'I Fought The Law', starring Sheridan Smith
- MFE Board of Directors approves 2023 results
- Strong start into the year with double-digit growth in TV advertising and streaming
- <u>The Walking Dead Universe finds new UK home on Sky with The Walking Dead: The</u> <u>Ones Who Live coming exclusively from this month</u>
- <u>Challenges and Opportunities an interview with Nataša Buljan, Fiction Development</u> <u>Director at United Media</u>
- Warner Bros. Discovery to Launch Max in Europe Beginning May 21

AMC NETWORKS

Odisea premieres 'Wild Europe', a documentary series that discovers the most fascinating places of European heritage

On Europe Day (9 May), Odisea television channel, produced by AMC Networks International Southern Europe, exclusively premiered 'Wild Europe'. The documentary was shot in 4K-UHD and was produced with the participation of the Odisea channel. The five episodes of this series dive into the heart of incredible ecosystems with the people who help preserve them day after day. The first episode travels to the Alhambra in Granada, in Spain, one of the masterpieces of Hispano-Muslim architecture and declared a World Heritage Site by UNESCO. With more than 150 species of animals around it, this monumental complex is a true treasure of biodiversity.



<u>CANAL + is expanding its cinema series offer with a new CINÉ+ OCS offer from July 3</u> With the acquisition of OCS, CANAL+ Group renews and strengthens its offering of thematic cinema and series channels. CANAL + Group is therefore proud to announce the launch of CINÉ+ OCS on July 3, which will always offer more cinema and more series.



ITV and Hera Pictures announce 'I Fought The Law', starring Sheridan Smith

ITV and Hera Pictures announce 'I Fought The Law', starring Sheridan Smith, written by Jamie Crichton, based on Ann Ming's book For The Love of Julie. The heart-breaking, real-





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life story of a mother's love, courage and determination to change the Double Jeopardy Law, and see her daughter's murderer brought to justice, is to be dramatised by ITV starring Sheridan Smith as the woman who took on the Criminal Justice System.



MFE Board of Directors approves 2023 results

On 18 April 2024 MFE, Mediaset's parent company, financial results for the year 2023 were significantly higher than expected and despite the still extremely unstable international geopolitical environment, the MFE Group achieved a consolidated net revenues of \pounds 2,810.4 million, up 0.3% compared to \pounds 2,801.2 million in 2022, also due to an increase in gross advertising revenue of +0.9%. CEO Pier Silvio Berlusconi stated: "Our holding company has closed a year to remember. We have done everything that a publicly traded company can and should do. We have invested in development by consolidating our Spanish television business, grown our shareholding in Germany, and remunerated all shareholders – all without significantly increasing our debt. Our advertising revenues in Italy and Spain grew by 6% in the first quarter. This is great for Mediaset, but it is a good sign for all businesses, because advertising is often a good test of what will happen in the economy."



Strong start into the year with double-digit growth in TV advertising and streaming

On 8 May 2024, RTL Group published its quarterly statement for the first three months of 2024 (January to March 2024). Group revenue went up 2.6 per cent to ≤ 1.3 billion, driven by significantly higher TV advertising and streaming revenue, partly offset by lower content revenue due to timing. Thomas Rabe, Chief Executive Officer of RTL Group, said: 'RTL Group has started strongly and in line with our expectations into 2024. We have strengthened our leading audience and advertising positions in Germany and continued the dynamic growth of our streaming business. Our first-quarter results confirm our strategy of investing through the cycle (...)'.



<u>The Walking Dead Universe finds new UK home on Sky – with The Walking Dead: The</u> <u>Ones Who Live coming exclusively from this month</u>

Sky announced that all episodes of hotly anticipated spinoff series The Walking Dead: The Ones Who Live will be released exclusively on Sky and NOW from Friday 31 May. Fans of the franchise will also be able to binge all eleven series of the original post-apocalyptic horror The Walking Dead from Sunday 19 May, with franchise spin-offs including The Walking Dead: Daryl Dixon and The Walking Dead: Dead City coming to both Sky and NOW later this year.



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<u>Challenges and Opportunities – an interview with Nataša Buljan, Fiction Development</u> <u>Director at United Media</u>

Nataša Buljan was recently appointed Fiction Development Director at United Media which is among the biggest players in the CEE region with operations in 8 countries, including former Yugoslavia, Bulgaria and Greece. In the exclusive interview for CEETV, Buljan talked about the challenges and opportunities United Media faces in the region when it comes to scripted productions and their successful export and adaptation into other markets.



Warner Bros. Discovery to Launch Max in Europe Beginning May 21

Warner Bros. Discovery announced that Max, its enhanced streaming service, will launch in the first European countries beginning May 21. Max brings together HBO Max's can'tmiss programming, Discovery's engaging real-life entertainment and all the world-class action from Eurosport's premium subscription service to create a complete viewing experience for the whole household with premier TV shows, fresh and iconic movies, unmissable sports, and flagship TV networks in select countries, in a single destination for the first time. On May 21, Max will become available across the Nordics, Iberia, and Central and Eastern Europe. Launches will follow closely after in Poland, the Netherlands, France, and Belgium.

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.