

What's happening in European Commercial and VOD Broadcasting 20-24 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

- [AMC+ exclusively premieres the second season of 'Interview with the Vampire, by Anne Rice'](#)
- [ITV Studios unveils hand-picked selection of premium US, UK, Australian and Nordic-originated English Language drama for LA Screenings 2024](#)
- [Mediaset and Sony sign a two-year license agreement](#)
- [ProSiebenSat.1 continues positive trend in the first quarter and confirms full-year outlook](#)
- [Launch of M6+](#)
- [Sky Documentaries set to explore the real-life stories featured in the film Pride, in brand-new feature film, Striking With Pride: United at the Coalface](#)
- [The 'Guardians of the formula' continues a series of international recognitions: Three awards in Los Angeles](#)
- [Roland-Garros marks major milestone in WBD' summer of sport as coverage comes to Max for the first time](#)



[AMC+ exclusively premieres the second season of 'Interview with the Vampire, by Anne Rice'](#)

After the success of the first season of 'Interview with the Vampire, by Anne Rice', the original series of the AMC+ streaming service premiered the second season exclusively on May 16. In the new installment, the vampire Louis de Pointe du Lac continues the story of his life to journalist Daniel Molloy. The series stars Jacob Anderson, alongside Sam Reid, Eric Bogosian, Assad Zaman, Delainey Hayles and Ben Daniels. After the tragic events of 1940 in New Orleans, when Louis and the teenager Claudia (Hayles) conspired to kill the vampire Lestat de Lioncourt (Reid), Louis recounts his adventures in Europe with Claudia.



[ITV Studios unveils hand-picked selection of premium US, UK, Australian and Nordic-originated English Language drama for LA Screenings 2024](#)

ITV Studios announced its upcoming scripted slate due to be presented to global buyers at the LA Screenings 2024, featuring premium titles including the highly anticipated Murder in A Small Town (Future Shack Entertainment and Sepia Films for FOX) and brand new drama Good Cop, Bad Cop created by John Quaintance ("Reboot," "Will & Grace") and produced by Jeff Wachtel's Future Shack Entertainment and Jungle Entertainment.



[Mediaset and Sony sign a two-year license agreement](#)

The renewed partnership covers not only prime-time linear distribution on Mediaset's flagship channels, Canale 5 and Italia 1, but also digital exploitation on Mediaset's streaming platforms Infinity and Infinity+. The content package comprises blockbusters such as the entire Spiderman saga (including the latest "SpiderMan-No way home" and the new spin-off "Morbius"), David Leitch's action comedy "Bullet Train", the spectacular epic narrative "The Woman King", as well as great classics "Hitch " and "Code of Honor", and the Italian "Ricchi at all costs" and "50 km per hour", a fun road movie with the new duo De Luigi - Accorsi.



[ProSiebenSat.1 continues positive trend in the first quarter and confirms full-year outlook](#)

ProSiebenSat.1 Group closed the first quarter of 2024 with growth in large parts of its portfolio: Group revenues increased by 6% to EUR 867 million (previous year: EUR 816 million), adjusted EBITDA grew by 35% to EUR 72 million (previous year: EUR 53 million). On the one hand, the Entertainment segment was a key growth driver, with the Group increasing its TV advertising revenues and continuing its revenue momentum in digital & smart advertising revenues in the German-speaking region. On the other hand, the Commerce & Ventures segment once again recorded significant double-digit revenue growth with Verivox and flaconi. In organic terms, i.e. adjusted for currency effects and portfolio changes, Group revenues increased by 7%.



[Launch of M6+](#)

On 14 May 2024, Groupe M6 reached a milestone in its streaming goals with the launch of new streaming service M6+. M6+ replaces 6play as the company's advertising-based video on demand (AVOD) platform. With double the amount of programmes available free of charge, M6+ offers a total of 30,000 hours across all genres throughout the year, including 10,000 hours of exclusive content. The platform will bring together Groupe M6's strong brands while offering new streaming content, including 300 films, 300 series and 200 youth brands.



[Sky Documentaries set to explore the real-life stories featured in the film Pride, in brand-new feature film, Striking With Pride: United at the Coalface](#)

Sky Documentaries today announces Striking With Pride: United at the Coalface, a brand-new Sky Original feature documentary, exploring the unlikely alliance forged between the

gay men and lesbians of London, and the striking miners of South Wales, between the 1984 and 1985 London Prides. Made famous by the 2014 BAFTA award-winning film *Pride*, this is one of the most unexpected and uplifting love stories ever, not between two people, but between two communities who – seemingly worlds apart – found common cause and compassion for each other in the face of immense challenges and changed the course of history for queer people in the UK.



The ‘Guardians of the formula’ continues a series of international recognitions: Three awards in Los Angeles

The movie “Guardians of the Formula”, directed by Dragan Bjelogrić, won as many as three awards at the Los Angeles Film Festival – the award for best movie, the award for best cinematography, and the audience award. The universal story of the movie “Guardians of the formula” is confirmed once again by its successful international recognition, as well as confirmations from the professional public and numerous audiences throughout the country and the world.



**WARNER BROS.
DISCOVERY**

Roland-Garros marks major milestone in WBD’ summer of sport as coverage comes to Max for the first time

Warner Bros. Discovery’s (WBD) Summer of Sport hots up as the greatest tennis players on earth come together at the world’s most iconic clay court venue for the first of two titanic tournaments at Stade Roland-Garros in three months. Completely comprehensive clay court coverage will be offered to tennis fans enjoying Roland-Garros exclusively in Europe (excluding France) via WBD’s channels and platforms from 20 May to 9 June. Every point from the men’s and women’s singles, doubles, juniors, wheelchair and legends matches will be available to stream ad-free on Max for the first time in selected markets and discovery+. Wall-to-wall television coverage featuring the biggest matches and the best local heroes will also be available in 19 languages on Eurosport 1 and Eurosport 2 across Europe with a live show commencing 30-minutes before play each day from the main draw stage on Sunday 26 May.

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.