

What's happening in European Commercial and VOD Broadcasting 24-28 June 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 elects new board, hires new acting Director](#)

The Members of the Association of Commercial Television and Video on Demand Services in Europe (ACT) elected the new ACT Board following the Association's annual General Assembly that took place in Brussels on 19 June 2024. Ms Cécile Frot-Coutaz, CEO of Sky Studios & Chief Content Officer of Sky, is reappointed as ACT President. In parallel, the ACT announces a new hire. Niklas Lagergren will start as Advisor (acting Director) to the ACT as of September 2. In this capacity Mr Lagergren will take the lead of the ACT's Task Force II that focuses on Intellectual Property and Competition policies.



[CANAL+ Group increases its stake in Viu to 36,8%](#)

CANAL+ Group announced that it has increased its stake in Viu to 36,8%, in accordance with the terms of the strategic partnership with PCCW Group announced on June 21, 2023. After satisfaction of key business milestones, CANAL+ Group has released the last instalment of its US\$300 million staggered investment and increased its stake in Viu to 36,8%. This investment is a renewed testimony to CANAL+'s commitment to develop Asia as one of the Group's growth engine and underlines CANAL+'s confidence in Viu and its team.



[Confirmed MFE Board of Directors](#)

On 19 June 2024, shareholders confirmed the Board of Directors of MFE-MEDIAFOREUROPE N.V., Mediaset's parent company: Pier Silvio Berlusconi as Chief Executive Officer, Fedele Confalonieri as Chairman of the Board of Directors for the next three years, and Pier Silvio Berlusconi, Marco Giordani, Gina Nieri, Niccolò Querci and

Stefano Sala as members of the Executive Committee. The 2024 shareholders' annual general meeting also approved the annual accounts for the financial year ending on 31 December 2023.



Fremantle and Paramount's Pluto TV Expand FAST Channel Partnership Worldwide

Fremantle and Paramount's Pluto TV have signed a global deal to distribute 25 FAST (free, ad-supported streaming TV) channels across 13 countries, mostly beyond North America. The expanded partnership will see 24 ad-supported streaming Pluto TV channels bow in the U.S., Canada, Germany, Switzerland, Austria, Spain, Italy, San Marino, Denmark, Norway, Finland, Sweden and the UK.



Advertising in news environments

Advertising in news environments has a positive impact on brands, concludes a study conducted by RTL Data on behalf of Ad Alliance. The study 'No hard feelings – News as emotional superfood' explores the effect of advertising in digital news environments on brand perception. Based on an analysis of RTL Deutschland's news sites ntv.de and stern.de, the study concludes that news sites and advertising in such environments can positively impact brand perception.



Aleksandra Subotić, United Media CEO: The most important thing is not to give up

"It is crucial to be flexible and open to changes, to continuously learn and adapt to new circumstances", United Media CEO Aleksandra Subotić shared in her interview for Business Info Group's special edition "Who's Who – successful businesswomen in Serbia". She also talked about the media situation in the country, TV advertising market, challenges and innovations in the business, as well as about the strategy that allows United Media to be one step ahead.



**WARNER BROS.
DISCOVERY**

Brand new Eurosport documentary set to unearth the stories behind the greatest date in Olympic history

'August 4th – An Olympic Odyssey', a 60-minute documentary produced by the in-house team at Warner Bros. Discovery, premieres on Wednesday 3 July at 19:30 CEST on Max, discovery+ and Eurosport, utilising an extensive archive to highlight a day that holds huge

importance and significance. Featuring exclusive interviews with Stuart Owen Rankin (grandson of Jesse Owens); Sky Brown (Tokyo 2020 Olympic bronze medallist); Marie-José Pérec (French triple Olympic gold medallist) and former athlete and sports administrator Lord Sebastian Coe, August 4th – An Olympic Odyssey delves into the stories behind the stories.

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.