

What's happening in European Commercial and VOD Broadcasting 8-12 July 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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- ['Verano Azul' returns to linear television thanks to EnFamilia channel](#)
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[COSMO premieres the 100th episode of Death in Paradise](#)

On 7 July, COSMO premiered Death in Paradise season 13 with an astonishing milestone: the beloved crime series celebrates its 100th episode. In this episode, the first of the season, Selwyn Patterson (Don Warrington) is celebrating 50 years of police service on the idyllic island of Saint Marie.



['Verano Azul' returns to linear television thanks to EnFamilia channel](#)

Starting on 10 July, the Enfamilia television channel, produced by AMC Networks International Southern Europe, will broadcast, from Monday to Friday, all episodes of the beloved Spanish series 'Verano azul'. The channel is bringing back the series that captivated an entire generation in the 80s to remember that unforgettable summer of Chanquete, Julia, Bea, Desi, Javi, Quique, Piraña and the rest of the gang. Now, those who grew up with the adventures of this group of friends will have the opportunity to share with the younger ones the magic and charm of each episode.



[June 2024 sets new streaming records for ITVX](#)

Huge audiences to ITV's Euro 2024 coverage, a sizzling new series of Love Island and a strong selection of new dramas drove record streaming numbers last month for ITVX, with

375.8 million streams across the month of June, making it ITVX's best ever month in streaming, up 54% year on year.



'Un Mondo a Parte' is the best Italian film at the box office in 2024

New milestone reached for "Un Mondo a Parte" (a world apart), a film by Riccardo Milani co-produced and distributed by Medusa. Starring Antonio Albanese and Virginia Raffaele, the movie achieved the extraordinary result of 1.063.109 tickets sold totalling over 7 million euros (7,115,000) at the Italian box office. The film continues its run throughout the summer.



Skydance Media and Paramount Global Sign Definitive Agreement to Advance Paramount as a World-Class Media and Technology Enterprise

Skydance Media and Paramount Global announced that they have entered into a definitive agreement to form "New Paramount" – a next-generation media and technology leader, through a two-step transaction including the acquisition of National Amusements, Inc., which holds the controlling share stake in Paramount, and subsequently a merger of Skydance and Paramount Global.



Fremantle partners with AlterEgo

Fremantle has signed a first-look partnership with Italian production company AlterEgo to develop a slate of original films and dramas. Founded by Stefano Sollima, Gina Gardini and Ludovico Purgatori, AlterEgo is the production company behind the successful feature film Adagio. The film, which was produced in partnership with Fremantle's The Apartment, had its world premiere screening in competition at the 80th Venice Film Festival. Moreover, the film received five nominations at the 69th David di Donatello Awards and won the award for 'Best Score.'



Sky Media launches 'Footprint Fund' spin-off to support sustainable SMEs

Sky Media, the advertising arm of Sky, has announced that its award-winning Sky Zero Footprint Fund is launching an additional initiative dedicated to SME and local businesses called 'Local Heroes'. Launched in 2021, The Sky Zero Footprint Fund initiative was created to inspire positive behaviour change and help start-ups and established brands accelerate their sustainable initiatives nationally, using the power of TV.



TF1 Group wins the prize for best progress at the Transparency Awards

TF1 Group was awarded the “Best Progress” prize at the Transparency Awards Ceremony held on 4 July in Paris. The “Best Progress” Award given to the TF1 Group rewards the company that has recorded the best progress in the Transparency Awards ranking compared to the previous year.



**WARNER BROS.
DISCOVERY**

New vibrant celebration of Paris heralds the opening of Warner Bros. Discovery’s Olympic Games

Warner Bros. Discovery (WBD) has unveiled its official marketing campaign for Paris 2024 which invites all sports fans to ‘Break Free’ from convention while celebrating the vibrancy of the city and the Olympic Games. With 19 days of jaw dropping action ahead of sports fans this summer, and with Paris set to become the playground for the world’s greatest athletes, the sheer scope, scale and spectacle of the Olympics has been brought to life through a new high-energy 60-second film.

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.