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What's happening in European Commercial and VOD Broadcasting 22-26 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

- Titan Os partners with A+E NETWORKS EMEA adding five channels to its fast offering
- Jamie Oliver returns to Canal Cocina with the best recipes for the summer
- ITV Studios' hit format My Mum, Your Dad debuts in Poland and French Canada
- JP Morgan: thumbs up to MediaforEurope project
- Joining forces: Bedrock and RTL+ in Germany
- DUNE: PROPHECY coming exclusively to Sky and NOW in 2024
- TF1+ becomes France's first free-to-view aggregation platform
- Streaming subscribers set to consume the Olympic Games like never before through unique new product experience



Titan Os partners with A+E NETWORKS EMEA adding five channels to its fast offering

Titan OS S.L. a European technology, entertainment, and advertising company announced its partnership with A+E Networks EMEA, the global media and entertainment brand portfolio, to launch five new channels in the United Kingdom and Ireland. The roll-out of five channels: Inside Crime, Mystery TV, World War TV, History Hunters, Deal Masters, strengthens Titan OS' premium and local content proposition and expands the range of entertainment across categories such as history, mystery, factual entertainment and true crime to cater to all tastes and make content discovery easier.



Jamie Oliver returns to Canal Cocina with the best recipes for the summer

On 22 July, Canal Cocina, produced by AMC Networks International Southern Europe, premieres 'Jamie Oliver: seasonal cooking'. Over three episodes, the program proposes, with the help of the popular British chef, the best recipes to make the most of the fruits and vegetables of the summer season.



ITV Studios' hit format My Mum, Your Dad debuts in Poland and French Canada

ITV Studios' hit dating format My Mum, Your Dad is set to debut with local versions in Poland on Polsat and in French Canada on TVA. My Mum, Your Dad was named in the list of top formats by new launches in the Tracking the Giants 2023 report by K7. The expansion into these new territories underlines the continued global success of the second chance dating show, originally created by father-daughter duo Greg Daniels and Haley Daniels with ITV America's ITV Entertainment for HBO Max.

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JP Morgan: thumbs up to MediaforEurope project

JP Morgan, the most important investment bank in the world, believes in the MFE project, comforted also by the positive growth prospects in the advertising sales market. CEO Pier Silvio Berlusconi stated: "We have already done a lot, we recently consolidated our Spanish television, we have grown our stake in ProsiebenSat1. Our project is to create the first true European broadcaster that has an impact on the public, so that it can compete with tech giants and multinationals of the web and the internet. Not only are we able to work best with all the new technologies, but we have a historic relationship with many customers, a relationship that we both call partnership. Innovations and technologies matter but human relationships and mutual trust are a unique value today more than ever."



Joining forces: Bedrock and RTL+ in Germany

RTL Group's largest streaming service, RTL+ in Germany, plans to migrate to the Bedrock platform in early 2026. This plan is in line with RTL Group's strategy to deepen Group-wide collaboration in technology, content and advertising sales — and it will contribute to RTL Group's goal to reach profitability with its streaming business in 2026. Bedrock, a French technology company co-owned by RTL Group and Groupe M6, has built the tech platform for RTL Group's streaming services in France (M6+), the Netherlands (Videoland) and Hungary (RTL+). Today, more than 45 million users rely on Bedrock to deliver a seamless viewing experience across all screens.



DUNE: PROPHECY coming exclusively to Sky and NOW in 2024

Sky confirmed Dune: Prophecy will be coming exclusively to Sky and NOW before the end of 2024 and released the official second teaser trailer for the drama series. The epic sixepisode season starring Academy Award® and BAFTA nominee, Emily Watson OBE, alongside Olivia Williams, Travis Fimmel, Jodhi May and Mark Strong, will debut later this year on Sky and streaming service NOW.



TF1+ becomes France's first free-to-view aggregation platform

TF1 Group announced an aggregation strategy by adding to its TF1+ free-to-view streaming platform the audiovisual contents of three iconic brands: L'Équipe, Le Figaro, and Deezer. These first agreements mark a step change in the group's digital acceleration strategy, with the aggregation of appealing third-party content that complements nicely its current content line up.



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Streaming subscribers set to consume the Olympic Games like never before through unique new product experience

Ahead of the Olympic Games Paris 2024, Warner Bros. Discovery (WBD) unveiled how fans can enjoy watching every moment on its recently launched enhanced streaming service Max, HBO Max and discovery+. A raft of in-app product innovations has been developed to supercharge the viewing experience for subscribers, putting them in control of their own Olympics. This includes access to an unmatched 3,800 hours of live content, covering every event – peaking at 54 simultaneous live streams - available from Wednesday 24 July to the Closing Ceremony on 11 August.

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.