

## What's happening in European Commercial and VOD Broadcasting 25-29 March 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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### [Odisea joins WWF to promote Earth Hour](#)

Odisea television channel, produced by AMC Networks International Southern Europe, joins forces with WWF to promote Earth Hour. The chain acts as a media partner in the new edition of this initiative, which took place in almost 200 countries around the world on 23 March. During March, Odyssey has invested more than 740 hours inspiring viewers to learn about the problems facing the environment. Throughout this month, the channel has dedicated itself to disseminating the functioning and problems of the planet through documentary series such as 'The invisible world of the forests', 'Wild planet: interconnected species', 'Guardians of the forests', 'Saving paradise' or 'Born to be wild'.



### [CANAL+ Group acquires exclusive broadcast rights to the UEFA Champions League, UEFA Youth League and UEFA Super Cup in Poland](#)

CANAL+ Group has acquired exclusive broadcast rights to all matches of UEFA Champions League, UEFA Youth League and UEFA Super Cup matches for the 2024/25, 2025/26 and 2026/27 seasons in Poland. The first event to be broadcast by CANAL+ in Poland will be the UEFA Super Cup, which will be played at the National Stadium in Warsaw in August. This will be followed by the first phase of the UEFA Champions League and the UEFA Youth League, which will be shown on CANAL+ and on the CANAL+ online streaming service.



### **Coventry City v Manchester United is ITV's live FA Cup semi-final pick**

Coventry City against Manchester United has been confirmed to feature in ITV1's live coverage of the 2023/24 Emirates FA Cup Semi Finals. The Championship side, who beat Wolves in the Quarter Finals, will take on the 12-time winners at Wembley at 3.30pm on Sunday April 21, hoping to set up a final against Manchester City or Chelsea, who play on Saturday.



### **"We are made of water: let us give it every drop of love"**

On UN World Water Day, celebrated on 22 March each year, Mediaset launched an awareness campaign on protecting the seas and the coastal environment. The campaign, part of the corporate social responsibility initiative "Mediaset has the future at heart", promotes the importance of daily actions to preserve water resources and protect marine environments, the natural habitat of important animal and plant species.



### **Paramount+ rolls out ad-tier across international markets**

Paramount Global's streaming brand Paramount+ will begin the international rollout of its ad-supported from this spring. The plan will launch in April in Canada and in June in Australia. The Paramount+ ad-free premium plan will also roll out in Europe, beginning with France this month.



### **A reimagined folk saga**

New fantasy drama Hagen will be available to stream on RTL+ in Germany, while Fremantle will handle distribution in other territories worldwide. Based on Wolfgang Hohlbein's bestselling novel Hagen von Tronje, the feature film and series – which has the working title Hagen – is a reimagining of the world famous medieval Nibelungen folk saga. The story is widely considered to be the inspiration behind all modern fantasies, such as Game of Thrones and The Lord of The Rings.



**Sky Documentaries Launches Initiative to Support Diverse-Owned and Led Independent Production Companies**

Sky announced a brand-new initiative aimed at supporting diverse-owned and diverse-led independent production companies in developing programmes for its factual channels. Sky's goal is to widen the playing field, ensuring they hear from a diverse range of voices as they pursue best-in-class boxsets and premium feature documentaries. It's through that diversity that Sky aims to bring its audiences a variety of entertaining, immersive, and culturally relevant factual programmes.



**The first in Croatia: Nova TV among 16 companies that have been awarded the Equal Pay Champion certificate**

The leading HR consulting group SELECTIO Group, which has conducted more than 20,000 evaluations of HR systems in some of the most successful organizations, has gathered the renowned HR community and fifty HR directors and CEOs to present the first Equal Pay Champion certificates in Croatia. Nova TV has also found itself among a total of 16 companies that have been declared leaders on the long road to reducing the pay gap.



**WARNER BROS.  
DISCOVERY**

**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't-miss 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.

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**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.