

What's happening in European Commercial and VOD Broadcasting 1-5 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

- [COSMO dedicates its pride campaign to LGBTQI women](#)
- [AMC BREAK premieres 'Lap of Legends', a production where F1 driver Logan Sargeant faces virtual legends from the Williams team](#)
- [Tgcom24.it one of the most followed online information sources in Italy](#)
- [Fremantle partners with Nevermind Pictures](#)
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[COSMO dedicates its pride campaign to LGBTQI women](#)

International LGBTQI Pride Day is celebrated around the world on June 28. For yet another year, COSMO supported this cause with an awareness campaign dedicated to women, the least visible part of the LGBTQI+ collective, with the aim of defending their rights, giving them visibility and fighting for their equality.



[AMC BREAK premieres 'Lap of Legends', a production where F1 driver Logan Sargeant faces virtual legends from the Williams team](#)

On 8 July, AMC BREAK television channel, produced by AMC Networks International Southern Europe, will exclusively premiere 'Lap of Legends'. This innovative programme uses cutting-edge technology to create an unprecedented event, where Formula 1 driver Logan Sargeant will face off against six virtual legends from the Williams Racing team.



[Tgcom24.it one of the most followed online information sources in Italy](#)

The Digital News Report 2024, by the Reuters Institute for the Study of Journalism, certifies that last year all-news site Tgcom24 reached 19% of the population every week. Mediaset linear news programmes are also among the most favourite of the public: Tg4, Tg5, Studio Aperto and Tgcom24 channel were chosen by 58% of Italians and reached 20% of the population every week.



Fremantle partners with Nevermind Pictures

Fremantle announces a first-look deal with Nevermind Pictures, the production company from screenwriter Dylan Meyer, filmmaker and actor Kristen Stewart and producer Maggie McLean. Under the multi-year partnership, Fremantle will become the primary home for all of Nevermind’s film and TV projects, including a wide range of titles encompassing films, drama and documentaries. Spearheaded by CEO Global Drama Christian Vesper and COO Global Drama Seb Shorr, the deal will see Nevermind Pictures work closely together with Fremantle’s Global Drama division and international distribution team.



NOVA celebrates its 30th anniversary at a time when it is enjoying record credibility and a remarkable track record

NOVA celebrates at a time when it is enjoying record trust and remarkable results. It started as a small regional broadcaster, but today it is a leader on Bulgarian media market. The start of NOVA’s development began on July 16, 1994. From a small regional TV station, the company has become a leader in the media market. A pioneer in the introduction of international television projects. And recent TV seasons have shown record viewing figures. Now in its third decade, the media has covered a whole range of events – NOVA has worked tirelessly to keep viewers well informed for the third decade.



**WARNER BROS.
DISCOVERY**

Esports World Cup expands its audience through new multi-platform partnership with Warner Bros. Discovery

Warner Bros. Discovery and the Esports World Cup Foundation have agreed an all-encompassing partnership that will see extensive coverage of the innovative multi-genre esports competition appear on some of the biggest platforms and channels in Europe, Asia and the Middle East.

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.