

ASSOCIATION OF COMMERCIAL TELEVISION IN EUROPE WELCOMES NEW MEMBERS LNK TV GROUP & UNITED MEDIA

BRUSSELS, 14 June 2019. The Association of Commercial Television in Europe (ACT) is delighted to welcome LNK & United Media as new members.

Commenting on the new membership, **Grégoire Polad, ACT Director General**, stated: *"We are delighted to welcome LNK & United Media as new members of ACT. This confirms ACT's ongoing growth in membership based on solid services to members and impactful representation. ACT continues to grow its presence as the unified voice of commercial broadcasting for investing, promoting and distributing Europe's creative and cultural works"*.

LNK TV GROUP is the biggest and the most watched television group in Lithuania. The group consists of 5 TV channels LNK, BTV, TV1, INFOTV, LIUKS! and www.lnk.lt (VOD platform). The group accounts for 24.3% of Lithuania's TV market.

Zita Sarakiene, CEO of LNK TV GROUP, stated, *"LNK is delighted to add its voice to that of other leading commercial broadcasters in Europe by joining ACT. ACT continues to have a tremendously positive impact in supporting broadcasters to work together on the challenges faced by the audiovisual sector, in Europe and globally"*.

United Media's national free-to-air TV channels Nova, Nova BH, Nova M and Doma are commercial TV stations with the highest viewer ratings in Croatia and in Bosnia & Herzegovina. United Media's 25 Pay TV channels such as SportKlub, Grand and N1, provide a combination of sports, news, entertainment, movies, and kids' shows for audiences of all ages across the South Eastern Europe. United Media conceives, commissions and produces original movies, series, show formats, music videos for local audiences broadcast both on linear and digital distribution, and it provides local and international partners with integrated communication, advertising and media services.

Ms Aleksandra Subotić, CEO of United Media, stated, *"As a leading broadcaster in EU Member States Slovenia and Croatia, as well as across the Western Balkan region, United Media is very much looking forward to joining fellow leading commercial broadcasters in their outreach to European decision-makers. Europe's media environment is fast-paced and complex. ACT is the leading policy platform to articulate the positions of our sector and jointly reach out to public and private stakeholders"*.

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About the Association of Commercial Television in Europe (ACT)

The European commercial TV sector is a major success story. We entertain and inform hundreds of millions of EU citizens each week. We are a high growth sector which delivers substantial value to EU citizens, for instance delivering plurality in news provision across the EU and beyond. The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters across Europe. 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.



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ABOUT LNK TV GROUP

LNK TV GROUP consists of 5 TV channels. LNK is the biggest and the most popular channel of the group. 998.000 viewers in Lithuania tune in LNK every day. Targeting wide audience of young and active viewers, LNK presents popular shows, local TV series, Hollywood block buster movies, all kinds of popular TV entertainment for the whole family. The sprinkle of the channel is the news. Per week, 17 hours of the TV grid is dedicated to news programs. BTV is the second biggest channel of the group. It targets young urban, mainly male population. BTV airs world's most popular iconic award winning TV series, movies and biggest sports events. TV1 is the first television channel in Lithuania targeted at female viewers. The channel presents series of cooking and health related shows, most popular European detective and drama series as well as the best Hollywood movies. INFO TV is a news and documentary channel. Every day the channel presents the longest news programme in Lithuania. INFO TV airs popular documentary as well as plays an important role in repetition of LNK TV grid during the day. LIUKS! Is an entertainment channel which broadcasts the latest local concerts and music videos as well as the golden legacy of the Lithuanian pop music.

More info on www.lnk.lt

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ABOUT UNITED MEDIA & UNITED GROUP

United Media is a commercial media business that is part of United Group. Founded in 2000, United Group is the leading multi-play telecoms and media provider in South Eastern Europe, providing customers with a full range of telecommunications services. It offers customers an unrivalled selection of content, from local offerings to the best selection from across the globe, and it has the broadest network coverage in the region. United Group operates in six countries through United Media's channels such as SportKlub, Nova TV and N1, and telecom companies such as SBB and Telemach, plus a global OTT service, reaching 3.8 million subscribers in 1.8 million homes, employing over 4,400 people. United Group's international investors include BC Partners as the majority investor.

More info on www.unitedmedia.net and www.united.group

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