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## Members' Newsroom

### Atresmedia's road safety initiative



## About ACT

The Association of Commercial Television in Europe (ACT) is a trade body for the commercial broadcasting sector in Europe. Formed in 1989, the ACT has 27 member companies active in 37 European countries, operating and distributing several thousand free-to-air and pay-tv channels and new media services.

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The initiative called Ponle Freno (Step on the Breaks) has been campaigning for traffic safety to be included in the official educational curriculum. Last week, European Institutions in Spain organised a conference where this was discussed and the General Director of Atresmedia Corporate, Patricia Pérez, strongly defended a need to include road safety education as a compulsory subject in schools. She said...*"Today's children will be the drivers of tomorrow. The implementation of road safety education in Spanish classrooms will allow primary and secondary school students to acquire the basic rules of the road: to use them with respect, prudence, responsibility and tolerance, while becoming leading examples of road safety for adults"*.

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### Intact Media Group TV Division – most watched multichannel platform in the urban area



Intact Media Group's TV channels are audience leaders on all time slots in Romania. Antena 3 is the audience leader among viewers aged 18+. In parallel, Euforia TV, rebranded Happy Channel now represents the only Romanian TV station advocating for women rights.

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## Sky-iflix strategic partnership



Leading Southeast Asia streaming TV service, iflix signed a partnership agreement with Sky. Sky is investing \$45M in this new partnership. Both companies will work together to identify areas of future collaboration across the high-growth emerging markets in which iflix operates.

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## Viacom-data driven deals



*“Brands never stop wanting to connect with our fans in authentic ways, and no one can deliver the quality and scale of those connections like we can”,* said Jeff Lucas, Head of Marketing & Partner Solutions at Viacom. The company is therefore expanding its data offerings to make audience buying more accessible to marketers. They are identifying where the needs are and then developing the data-driven marketing solution. The latest two New Vantage Products are called Vantage Target Discovery and Vantage Instant Audience.

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### ACT members

