



**Issue # 28**  
26 May 2016

+ Share on



## 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.

### Contact us:

[pc@acte.be](mailto:pc@acte.be)

### Follow us:

[@act\\_eu](https://twitter.com/act_eu)

[www.acte.be](http://www.acte.be)

## Members' Newsroom

### ITV offers fans a French football festival at Euro 2016



ITV announced its coverage plans for the 2016 UEFA Championship in France next month: the French football legend Eric Cantona presenting the marketing campaign; a famous group of UK and continental football figures lending their expertise and experience to ITV's live free-to-air coverage; an innovative online partnership with global football network Copa90 generating original content during the whole tournament.

Read [more](#)

### Mediaset Premium will broadcast UEFA Champions League final in 4K HD



For the first time in Europe Mediaset Premium will broadcast the Final of UEFA Champions League in 4K HD. The system 4K ULTRA HD is the highest quality standard in home entertainment. Increasing the image resolution to 3840p, the 4K HD revolutionises the viewing experience giving more details and sense of depth to the viewers.

Read [more](#)

### Mediaset España agreement with Globo group for 'Supermax' series co-production

**MEDIASET España.**



Mediaset España signed an agreement with the Brazilian group Globo for the international co-production of ' Supermax ' series. The 'Supermax' series is a mixture of adventure, action and mystery in an

abandoned maximum security prison. It is the first television series filmed in Spanish by Globo. The series will be broadcast on Mediaset España's free-to-air channel Cuatro and is targeted to reach the Spanish-speaking market in Spain and Latin America.

Read [more](#)

---

## TV4 Sweden to launch new virtual reality show

TV4-GRUPPEN



TV 4 will launch a new virtual reality TV show bringing virtual reality to mobile phones, tablets, VR headsets and computers. The programme, called 'Veckans 360', will allow viewers to test the most breathtaking experiences, such as skydiving, paragliding, drive Formula 1 cars and meet tigers.

Read [more](#)

---

### ACT members

