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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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Members' Newsroom

Interview with Christoph Mainusch, Co-CEO of CME



During a press interview Christoph Mainusch, Co-CEO of Central European Media Enterprises, stressed that prime time programmes of CME main channels are mainly produced locally. He also mentioned that the success of a programme is driven by many factors such as: the idea, good authors, key talent, and high production value. CME produces its programmes in-house, with an external production house, or as co-productions on a case-by-case basis.

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TV3's fall highlights



TV3 Sweden presented its fall highlights with the most attractive schedule ever, due to numerous new sports events. The channel, part of MTG media group, will also broadcast the 20th season of The Luxury Trap, Swedish Hollywood Wives and Paradise Hotel.

MTV's fall schedule is filled with domestic content



MTV Oy announced its new strategy for this autumn: MTV3's prime time programming will gradually become entirely domestic content and all prime time programs on MTV3 will be made in Finland. MTV Oy will develop new services while continuing to invest in conventional television.

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TV – The number 1



On 2 June 2016, IP Deutschland and Super RTL organised a congress on “Kids’ TV. Kids’ Internet” in Cologne. During the meeting, experts analysed the current reality of children’s media: TV remains their favourite one and it is the first medium that children come in contact with. Despite the multiple choice of tablets, computers and smartphones, parents prefer their kids to watch TV as a family moment.

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