



## Issue # 71

2 June 2017

+ 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

### Discovery signs its first major streaming deal in the UK as it becomes a launch partner on Amazon channels



Discovery Networks UK and Amazon have signed a major streaming partnership bringing shows and major sporting events including the Olympic Games, the French Open, Giro d'Italia and Tour de France direct to Amazon Prime customers in the UK for the first time, through Amazon Channels.

[Read more](#)

### MTG launches Viareal, a new dimension of entertainment



MTG launches Viareal, a virtual reality (VR) app that offers viewers in the Nordic region immersive and interactive experiences. In addition to global sports showpieces such as the 2017 UEFA Champions League final on 3 June, Viareal will deliver exclusive VR content and extensions for esports events, and for MTG's broadcast and streamed entertainment offerings.

[Read more](#)

### RTL Group: Objective 360°



M6 Publicité and 6Play launch the first 360° virtual reality advertising platform natively integrated within an on-line TV service. The platform

is available for all advertising formats (display and video) and is compatible with all purchasing options (direct or programmatic) for streaming across all digital screens without the need to download a special application.

[Read more](#)

---

## Sky and A+E Networks forge enhanced long term partnership across Europe




A+E Networks® and Sky are delighted to announce the extension and strengthening of their long-term partnership by securing the distribution of A+E Networks' portfolio of leading entertainment brands to Sky's 22.4 million customers across the UK, Ireland, Italy, Germany and Austria.

[Read more](#)

---

### ACT members

