



## 365 MEDIA JOINS THE ASSOCIATION OF COMMERCIAL TELEVISION IN EUROPE

**Brussels, 30 May** – The Association of Commercial Television in Europe (ACT) is pleased to announce a further increase in membership. The ACT welcomed the market leader from Iceland, 365 Media, as a new member at its general assembly on 25 May 2012.

With 33 member companies licensed in 37 different European countries and distributed across 46 European markets and beyond, the ACT represents the commercial broadcasting sector in Europe.

**365 Media** is a dynamic media corporation which provides entertainment and informative service to the Icelandic nation on all levels: television, radio, print and online. **365** operates five television channels, including Iceland's first and largest subscription TV channel, Stöð 2 (Channel 2). **365** holds a leading position in a relatively small but competitive Icelandic market. It provides service to the public as a conscious voice, a protector and advocate of free speech and free choice.

**Phillipe Delusinne, ACT President & CEO RTL Belgium** commented: *"We are pleased to welcome 365 Media to the Association. 365 is a modern, progressive and creative media corporation which strengthens our footprint across Europe. We are delighted that more European broadcasters are convinced of the need to engage in a dialogue with the European policy-makers and communicate the expert knowledge on our sector."*

**Ross Biggam, ACT Director General** added: *"We need to join our efforts in passing messages on the key role of our sector in creating jobs and driving the European economy. In April we commissioned a study, which revealed that commercial broadcasters invested €15 billion in production of audiovisual content in 2010. This number means an investment of €41 million a day. Hence, we see the need to deliver more expert knowledge on the European media sector to the decision-makers in order to create a dynamic and robust framework for the creative industry in Europe. The more European players who can bring to the EU debate the innovative spirit shown by 365 Media, the better"*.

For more details on 365 Media, check: [www.365midlar.is](http://www.365midlar.is).

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### About the ACT:

The Association of Commercial Television in Europe (ACT) represents the interests of the commercial broadcasting sector in Europe. Formed in 1989, the ACT has 33 member companies licensed in 37 different European countries and distributed across 45 European markets and beyond. Our members operate several hundred free-to-air and pay-tv channels and distribute many more channels and new services. The ACT members encompass several business models: free-to-air broadcasters and pay-TV players, digital platform operators and multimedia groups. [www.acte.be](http://www.acte.be)

### Press contact:

**Ross Biggam**  
Director General  
Phone: +32-2-738 76 13  
GSM: +32-477-407 733  
E-mail: [rb@acte.be](mailto:rb@acte.be)