



EUROPEAN COMMERCIAL BROADCASTERS WELCOME NATIONAL TV AND SANOMA ENTERTAINMENT AS NEW ACT MEMBERS

Brussels, 23 November 2010 – The Association of Commercial Television (ACT) is pleased to announce a further increase in membership. At its Extraordinary General Meeting, held on 9 November 2010 in Brussels on the occasion of the 3rd Annual ACT Conference, the ACT's College of Members welcomed National TV from Romania and Sanoma Entertainment from Finland as members of the Association.

National TV was launched in 2003 as a generalist TV channel. It is broadcast nationally in Romania and distributed in Moldova. National TV is owned by Central National Media, a Romanian group of media companies.

Sanoma Entertainment is the electronic media division of the Sanoma Group, a leading media group in the Nordic countries with operations in 20 European countries, based in Helsinki. Part of Sanoma Entertainment, Nelonen Media's channels are Finnish commercial TV channels Nelonen, Jim, Liv and Nelonen Sport and pay-TV channels KinoTV and Nelonen SportPlus.

Ross Biggam, ACT General Director, commented: “We are very pleased to welcome National TV and Sanoma Entertainment to the Association. These are two well-established players in countries where the ACT is already well represented. As of today, the ACT now represents thirty-one member companies, the highest number in our history. Each of these companies entertains and informs millions of European citizens daily with attractive local and international content. We’re delighted that more European broadcasters are convinced of the need to engage with the EU institutions and communicate the challenges of our sector to European regulators”

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 thirty-one member companies licensed in 30 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

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