



FEBRUARY 2010

# TVmonitor

IN THIS ISSUE: Behind the Screens

## How can TV help after a disaster?

ALSO FEATURED:

- Regulatory Update: New European "Barroso II-Commission"
- More than 7,200 TV channels in Europe in 2009
- ACT welcomes new Members
- ACT Members News
- Spanish Presidency of the EU



**ACT**

Association des Télévisions Commerciales européennes  
Association of Commercial Television in Europe

# FOREWORD

By Utta Tuttlies, ACT Head of Communications

The ACT is very happy to welcome **three new members to its association**. This includes **Antena 1 from Romania, NTV from Turkey** and the pan-European group **Discovery Communications Europe**. Today the ACT includes 30 members active in 34 European countries, thus covering the whole of EU27 and beyond. In politically and economically challenging times commercial broadcasters understand the importance of Brussels and the advantages of communicating on a joint basis with policy-makers. And in order to increase reporting from Brussels, NTV has recently opened a new office in Brussels.

## IN THIS ISSUE

### Foreword

by Utta Tuttlies, ACT  
Head of Communications

### Behind the Screens

How can TV help after a disaster? Humanitarian solidarity and the role of commercial broadcasters as mass medium

### Regulatory Update

New European  
"Barroso II-Commission"

### Country Update

TV, an active and successful European industry

### ACT Membership

Antena 1 (Romania),  
NTV (Turkey) and Discovery  
Communications Europe

### ACT Members News

Television supporting  
successful European films

### ACT Members News

BSkyB, leader in  
technology  
Strong cooperation  
between European and  
global players

### Events

### Focus

Spanish Presidency of  
the EU (1 January –  
30 June 2010)

The College of the **Barroso II-Commission** was voted upon on 9 February 2010. A challenging time is lying ahead for the new Commission and the **EU 2020-Agenda** will be the cornerstone of Barosso's activities. For the commercial sector Commissioner Neelie Kroes ( Digital Agenda), Commissioner Michel Barnier (Internal Market), Commissioner Joaquin Almunia (Competition) and John Dalli (Health and Consumers) will be the key contacts to speak to. In terms of policy debate, topics such as data protection, copyright and the green economy seem to be on the agenda.

That commercial broadcasters can use their medium to help people in need has effectively been shown over the last weeks. In the light of the dramatic developments due to the earthquake in Haiti during which at least 300,000 people died, commercial broadcasters immediately came to help. **All over Europe our channels collected money and devoted free air time to telethons, donation programmes and fundraising specials for Haiti**. Spain's Antena 3 brought in more than EUR 600, 000 in one evening and RTL Group channels helped to raise more than EUR 45 million for the victims of the earthquake. In some countries like Belgium projects were based on cooperation between public and commercial channels.

### The number of television channels in Europe is growing and people watch more television than ever.

As indicated by the European Audiovisual Observatory we now have 7,200 television channels in Europe. Over the last year we have seen the launch of 245 new European TV channels – with a special focus on sports and children as well as thematic channels. And as demonstrated in the UK – people watch more TV than less. In 2009, the average viewing time in the UK went up 11 minutes from the same period last year. However, in particular teenagers use the medium differently, as they become multitasking talents when watching TV while being online. ■



The 2<sup>nd</sup> Annual ACT Conference celebrating 20 Years of Commercial Television  
(4 November 2009, Brussels)



# BEHIND THE SCREENS:

## How can TV help after a disaster?

### Humanitarian solidarity and the role of commercial broadcasters as mass medium

Faced with the massive scale of the Haiti earthquake, television in general and ACT member companies in particular have reacted immediately, reporting with accuracy on the facts and launching all over Europe appeals for generosity to assist this most vulnerable population.

Offering free-airtime to local talents appealing for solidarity or organising global telethons are only a few examples of how we as commercial broadcasters engage with our viewers and use our ability of reaching millions of European citizens to help NGOs in their assistance to Haiti.

**"HOPE FOR HAITI": The whole World tuned in on the same time on Friday, 22 January 2010**



In response to the devastating earthquake in Haiti, **MTV Networks** presented **"Hope for Haiti Now: A Global Benefit for Earthquake Relief,"** a global telethon aired by commercial-free across all US networks in real time on **Friday, 22 January 2010**. "Hope for Haiti Now" was also made available to MTV Networks International, CNN International and National Geographic channels worldwide.

"Hope for Haiti Now" drew a cumulative audience of more than **83 million viewers** and a gross average **audience of more than 24 million viewers in the United States**, according to Nielsen Media Research. The telethon has now raised more than \$61 million in donations from the general public to date.

Across the Web and mobile, the initiative attracted **1.9 million video streams** during the live broadcast. Between the live broadcast and replays of the

performances available on MTV.com and other sites, "Hope for Haiti Now" attracted **5.8 million total streams** throughout the weekend, including more than 150,000 mobile streams.

Leading the charge for "Hope for Haiti Now" were George Clooney in Los Angeles, Wyclef Jean in New York City and CNN's Anderson Cooper from Haiti. The two-hour telethon was broadcast from New York City and Los Angeles, and featured many musical performances and celebrity appearances as well as live news reports from CNN. The programme was produced by Joel Gallen, Tenth Planet Productions, in collaboration with MTV Networks and George Clooney.

"Hope for Haiti Now," benefits Oxfam America, Partners in Health, the Red Cross, UNICEF, United Nations World Food Programme, Yele Haiti Foundation and the Clinton Bush Haiti Foundation. Facebook and MySpace have also signed on as official social media partners to help drive donations and tune-in to the telethon.

**BELGIUM: Belgian Show equal solidarity for Haiti**

On each side of the country, commercial and public broadcasters joined together to raise awareness on the humanitarian catastrophe in Haiti.

On the Flemish side, the programme entitled **"Help Haiti"**, aired by **VTM** and VRT, drew an audience of 1,430,198 viewers, giving it a market share of 56%. As for the French-speaking side, **RTL Belgium** and RTBF management have taken the initiative to organise **"SOS Haiti"**, which aired on Thursday 21 January 2010. There were 626,800 viewers watching the show, reflecting a market share of 35%.

At the end of the evening, "SOS Haiti" and "Help Haiti" raised a total of **EUR 5.9million** of donations. Special correspondents on location reported live throughout the two broadcasts, as did many eyewitnesses, survivors and members of humanitarian organisations now working to assist the population.



**EVERYWHERE IN EUROPE, APPEALS TO DONATE BROADCAST ON MAJOR NATIONAL BROADCASTERS**

**Europe: RTL Group's** TV channels and radio stations throughout Europe began calling on their viewers and listeners to donate funds to help the victims of the disaster - via extensive news coverage, big charity shows, special trailer campaigns and on their numerous websites. As of 22 January 2010, RTL Group

companies have helped to raise more than EUR 45 million for emergency and long-term relief.

**Spain:** Broadcast on Antena 3 and lasting three hours, fundraising special *Ayuda a Haití*, aired during the *Tal cual lo contamos* timeslot, brought in more than EUR 600,000 on Friday 15 January 2010 evening. On Friday 15 January 2010, **Grupo Antena 3** (Antena 3, Onda Cero and Europa FM) launched the "Ayuda a Haití" campaign to help the victims of the earthquake. It collected over EUR 1 million from text messages since the text messaging service was opened at 16.00 pm this day. All money collected from text messages and phone calls went to the Red Cross.

**UK:** The UK Government's Disasters Emergency Committee (DEC) Haiti Earthquake Appeal launched on Friday 15 January 2010 with the support of major UK broadcasters including **ITV**, Channel 4, **Five**, **MTV**, the BBC and Al-Jazeera. The money raised will support the efforts of the DEC's members which are the major UK aid agencies.

**The Netherlands:** On Thursday 21 January 2010, the programme *Nederland Helpt Haiti* broadcast by **RTL 4**, Nederland 1 and **SBS 6** raised EUR 41.7 million. The Dutch government matched the result, bringing the total to EUR 83.4 million. ■

## New European "Barroso II-Commission"

The Barroso II-Commission has been voted upon by the European Parliament on 9 February 2010. So will we see change or is Barroso more likely to continue his path he has followed over the last five years? We will see. The fact that the Lisbon Strategy for Competitiveness and Growth did not deliver all its expected results has been accepted by the Commission. It is now up to President Barroso and his team drafting the EU2020-Agenda to come up with a strategy that gives answers to most pressing questions with regard to the financial crisis, climate change and economic stability. Turning to our sector, Commissioner Kroes' response to the challenges facing the audiovisual and media sector will feed into this initiative within the context of the "Digital Agenda", which Kroes is expected to present in Amsterdam on 25 May 2010. In how far Commissioner Barnier, responsible for the Internal Market and Financial Services, will take up the suggestion for a copyright reform will have to be seen over the next weeks. And it will have to be seen whether the debate will specifically follow the lines of the Reflections Paper adopted by Commissioners Reding and McCreevy in October 2009, will have to be seen. What seems clear, however, is the fact that Commissioner Reding, Vice-President and now responsible for Justice and Fundamental Rights, will look into data protection. A field, which will not only affect the audiovisual and media sector but consumers and citizens all over Europe. So a challenging and interesting time is lying ahead and the next weeks will be crucial as key policy priorities will be defined.

## TV, an active and successful European industry

### **MORE THAN 7,200 TELEVISION CHANNELS ESTABLISHED IN EUROPE AND AN EVER GREATER QUALITY OF PROGRAMMING ATTRACTING EUROPEAN VIEWERS.**

Data collected by the **European Audiovisual Observatory** in the 2009 edition of its Yearbook shows that despite the economic crisis in 2009, the number of channels and the number of television platforms continue to grow in Europe (EU 27 + Croatia and Turkey). More than **245** European television channels were **launched** in the course of **2009**. The most popular genres of new channels were sport channels (38 new channels in 2009), followed by channels for children (17 launches in 2009). Among these recent additions, one can note more than 150 new thematic channels on the cable, satellite and IPTV platforms. Of interest is the fact that 114 television channels have been established specifically for mobile services, being often versions of well established channels (Cuatro Mobil, RTL Mobile TV ...).



At the end of 2009, there were more than **7,200 television channels established in Europe**. When counting together the channels broadcast from abroad, more than 8,600 channels are available to European citizens.

More information under <http://mavise.obs.coe.int>

### **IN THE UK TV IS BY FAR THE MOST ATTRACTIVE MEDIUM.**

The average viewer in the UK watched 16 hours and 20 minutes of commercial broadcast TV a week, from January to September 2009, up 11 minutes from the same period last year, according to new figures from Thinkbox. **Commercial TV** accounted for **63.5%** of total broadcast TV viewing in the first 9 months of 2009, an **increase of 5.3%** in the last five years. The total broadcast TV viewing in January to September was 25.73 hours a week, which is stable with the same period last year but up 28 minutes a week on the representative five-year average for the period.

This trend was confirmed on Sunday 13 December 2009 when Joe McElderry won the **X Factor** final, the talent contest



programme broadcast on **ITV1**. The whole two-hour show was watched by an average audience of 15.5 million, 53 % share, with an enormous peak audience of 19.1 million – a huge 62 % share of the television audience. Last year's final peaked at 14.6 million.

### **"TV STILL THE MAIN MEDIA CHANNEL FOR TEENS" (FORRESTER RESEARCH, DECEMBER 2009).**

Knowing how young viewers behave with the challenging and moving media environment has recently been a frequently asked question.

Based on a Europe-wide survey of nearly 1,400 Internet users aged 12-17 across seven countries (UK, France, Germany, Italy, Spain, The Netherlands and Sweden), Forrester Research ([www.forrester.com](http://www.forrester.com)) captured a number of key consumer trends. These could help commercial broadcasters but also parents and policy-makers to identify the challenges and opportunities ahead.

The main findings of this research show that TV is still the main media channel for teens and that 'reports of TV's death have been greatly exaggerated'.

In today's media environment, multitasking is mainstream: 45% of European teens watch TV while online. Important to note as well, teen multitaskers like to talk about what they are watching on TV. 47% of multi-tasking teens talk with friends online about what they are watching on TV, compared with just 28% of older multitaskers. This is a clear opportunity for content providers and advertisers to engage in real-time online activity around TV content.

As a concrete example of doing so, comScore, a leader in measuring the digital world, released in November 2009 its report on the top Internet entertainment websites in Europe. Apart from Youtube being number 1 in all countries reported (France, Germany, UK, Italy and Spain), commercial broadcasters' own websites performed well: Groupe TF1 website ranks number 2 in France, ProSiebenSat.1 Group websites and RTL Group websites number 2 and number 3 in Germany, Gruppo Mediaset number 2 in Italy and number 3 in Spain.

The report is available under [http://www.forrester.com/rb/Research/how\\_european\\_teens\\_consume\\_media/q/id/53763/t/2](http://www.forrester.com/rb/Research/how_european_teens_consume_media/q/id/53763/t/2) ■

## ACT welcomes Antena 1, Discovery Communications Europe and NTV

In December 2009, at its Extraordinary General Meeting, the **Association of Commercial Television in Europe** welcomed Antena 1 from Romania, NTV from Turkey and the pan-European group Discovery Communications Europe as members of the Association.

**ANTENA 1** was the first commercial TV network in Romania as the only alternative to the State owned television, with a constant increase in market share since its launch in 1993. Antena 1 is part of the Intact Media Group.  
<http://www.antena1.ro>



**NTV** started broadcasting in 1996 as the first 24-hour news channel in Turkey. In its constant efforts to report accurately on national and international news, the channel has opened an office in Brussels to better follow up on European news. NTV is a member of Doğuş Media Group.  
<http://ntv.com.tr>



**DISCOVERY COMMUNICATIONS EUROPE** is headquartered in London and has local offices in eleven European countries, broadcasting in total to 45 European territories and to Africa and the Middle East. Channel brands include Discovery Channel, Animal Planet, DMAX and Discovery Historia.  
<http://corporate.discovery.com> ■



### ACT MEMBERS NEWS

## Television supporting successful European films

### France, Canal+: 'Welcome' awarded the LUX film Prize by the European Parliament

On 25 November 2009, the European Parliament LUX Film Prize went to the French film 'Welcome' by the French director Philippe Lioret. This film – co-produced by **Canal+** – is set in Calais, France, and shows a swimming instructor who chooses to help out a young Kurdish refugee who needs to swim across the English Channel to join his girlfriend.



Thanks to this prize, worth about EUR 87,000, the subtitling of the winning film will be financed in all the 23 European Union's official languages, including the adaptation of the original version for visually- or hearing-impaired people, and, for each EU member state, the production of a 35-mm print or a contribution to the DVD release.

EP President Jerzy Buzek said: *"Philippe Lioret's 'Welcome', takes us into the world of immigrants in Europe and their hopes for a better future. This is an issue both important and relevant to society, one to which we cannot remain indifferent".*

### Italy, Mediaset: 'Cinema Paradiso's director offered a screening of his new film to Commissioners Reding and Tajani in Brussels

On 19 November 2009, in Brussels, Fedele Confalonieri, Chairman of Mediaset SpA, met a group of representatives of the European Institutions along with the then Commissioner for Information, Society & Media, Viviane Reding, and the then Vice President of Commission for Transport Policy, Antonio Tajani. During the event, Mediaset organised the screening of the film **"Baaria"** by Giuseppe Tornatore (Oscar in 1990 for "Cinema Paradiso") produced by Medusa with a budget of EUR 25 million. The Chairman and the Chief Executive of Medusa, respectively Carlo Rossella and Giampaolo Letta, introduced the film which will represent Italy at the 2010 Oscar awards in Los Angeles.



Mr Confalonieri outlined the strategy and the future prospects of the Group, emphasising the important role played in the creation and production of content. He underlined that Mediaset invests around half of its advertising income in the production and acquisition of European audiovisual content, EUR 1,111 million, of which around 162 million for cinema. He also estimated that, despite the crisis, investments in the production of Italian cinema were growing and in 2009 would total more than 90 million. He invited European institutions to recognise the key role of broadcasters as the principal source of finance for audiovisual production and the need to make more efforts to find rules and solutions to ensure that all media, including Internet, recognise the value and importance of the protection of intellectual property rights.

The fight against piracy and unauthorised distribution of copyrighted works should become the main focus of attention in the future.

The movie was set in Tornatore's native town (known as Baaria in the local Sicilian dialect). 'Baaria' is an epic tale that unfolds over several generations and describes key moments in Italy's 20th-century history: Fascism, World War II, the rise of the Communist Party and the post-war period up to the 1980s. Ennio Morricone, the famous composer who has written the music for hundreds of Italian and Hollywood films, composed the score.



## BSKYB IN THE FOREFRONT OF NEW TECHNOLOGIES FOR ITS VIEWERS

According to a report by In-Stat – '3D TV Coming Soon to a Home Near You' -, the research company, **3D technology** has a strong potential in viewers' homes, with 64% of consumers indicating an interest in the technology, while the number of 3D TV shipments worldwide is set to reach 41 million by 2014. Against this huge expectation, the British pay-TV operator **BSkyB** has developed a whole range of new programmes able to be watched in 3D at home. At the CES (Consumer Electronic Show) held in Las Vegas this January, BSKyB confirmed that its forthcoming Sky 3D TV service, which is to launch later this year, will be compatible with a wide range of 3D Ready TVs being launched in the UK and Ireland during 2010. After becoming the first UK broadcaster to demonstrate 3D through a domestic TV in December 2008, Sky has since reached a number of further 3D 'firsts', such as broadcasting a Keane gig in 3D live over its satellite platform and offering the UK's first ever live public demonstration of 3D - a performance of Swan Lake by English National Ballet - at the Hay Festival.

In line with this wish to be on the forefront of new technologies, and therefore to bring viewers the best TV quality, BSKyB news channel **Sky News** announced on 8 January 2010 that it is to open a new studio in the heart of the City of London. The fully fitted **High Definition studio**, situated on the 15th floor of one of the City of London's most recognisable landmark buildings - 30 St Mary Axe, known to millions as "The Gherkin" - will be home to Jeff Randall Live, Sky News' flagship weeknight business news programme which airs at 7.30 pm Monday - Thursday. The studio will initially broadcast in Standard Definition only, but will switch to HD when Sky News launches its HD channel later in spring 2010. The move is part of Sky News' ongoing commitment to being at the heart of the stories its viewers care about. It will allow greater and faster access to the key City decision-makers for Sky News' team of specialist business journalists. ■



## ACT MEMBERS NEWS

# Commercial broadcasters: Co-operating at European and international level



### Czech Republic and Slovakia: Strong cooperation in programming

In 2009, cross-border cooperation and multilingualism have shown to be successful in Czech Republic and Slovakia. Two examples, both involving the Czech commercial broadcaster **TV Nova**, hugely improved the cooperation between these two countries.

A Czech-Slovak version of the Idols format, **Cesko Slovenska SuperStar**, was launched on **TV Nova** in Czech Republic and on **TV Markiza** in Slovakia, both owned by Central European Media Enterprises (CME). The programme is the first to span both countries since their peaceful split in 1993, and the first show to include Czech- and Slovak-speaking presenters since Czecho-Slovak Television went off-air in 1992. The show was launched on 6 September 2009 and proved to be a huge success for both broadcasters, with the first programme winning a 51% audience share on TV Nova and 45% of total audience on TV Markiza. The bilingual programme reached its finale just before Christmas, on 20 December 2009, with impressive audience shares: **64.1%** in Slovakia (aged 12+) and **64%** in the Czech Republic (aged 15-54).



### UK and Beyond: ITV Studios and China's Hunan TV agreed strategic new format partnership

Hunan Television, the TV and satellite broadcaster in China, and **ITV STUDIOS**, one of the world's leading independent production companies and a division of **ITV Plc**, the UK's largest commercial broadcaster, today announced a ground-breaking deal to develop and license a series of entertainment and other unscripted formats for original broadcast on Hunan Satellite Television from 2010, reaching more than 58 million viewers domestically. TV STUDIOS and Hunan TV will also co-develop, create and own these new unscripted formats together. The new programming will be broadcast in primetime from 2010 and will be produced locally by Hunan TV. ITV STUDIOS will represent the worldwide rights outside China for the finished and format versions.

**Lee Bartlett, Managing Director of ITV STUDIOS, said:** "China's television format industry has tremendous potential for international growth and, until now, has been relatively untapped. It was [Hunan Television's] President Changlin's extraordinary vision and enterprise to create a platform to showcase China's production skills to the global TV market that has enabled us to build this new partnership. The collaboration will also unite Hunan TV with the very best in creative talent through ITV Studios in-house format development team."



### France and Vietnam: Canal+ brings expertise in satellite offer to Vietnam

Back on the international market with further new developments, Canal+ has launched its K+ dish pay-TV platform in Vietnam. Operated by the French pay-TV group's subsidiary VSTV, itself a commercial joint-venture created with Vietnamese public television service VTV, K+ offers more than 50 channels among a roster of Vietnamese and international channels, with some exclusivities for families. Most of these channels are subtitled or dubbed into the Vietnamese language to give the largest access possible to the local population.

Carried on satellite VINASAT 1, and served by DTH technology, the K+ platform is available through the whole Vietnamese territory, in urban centers as well as in rural areas, with the same digital quality of image and sound. Canal+ Group said in a statement: "With the launch of K+, Canal+ Group is proud to propose to the Vietnamese population a different, varied, accessible, innovative offer in constant evolution and confirms its development strategy at the international level."

## ACT MEMBERS NEWS

### CORPORATE

On 28 January 2010, **ITV Plc** announced the appointment of **Adam Crozier** as **Chief Executive**. Adam Crozier is currently Chief Executive of Royal Mail Group, and will take up his role later this year. **Archie Norman, Chairman of ITV Plc**, said: "I am thrilled that Adam is joining us as Chief Executive. ITV is a strong brand with talented people, facing an imperative for change as the media landscape evolves. Adam is a very strong leader with a great track record in delivering transformational change. He has worked successfully in talent-driven organisations, with government and regulators, and has a thorough understanding of the media, advertising and branding industries."

Greece's **Antenna Group**, which owns ANT1 TV, agreed to buy a 49 % stake in Serbia's **FOX Televizija** from News Corporation. "It is the only television station not held by Serbian interests that ..."

received a license from the state broadcasting agency in 2006 and it has shown rapid growth in the last two years," said Theodoros Kyriakou, CEO of Antenna Group, in a statement.

## IN-HOUSE PRODUCTION

In January 2010, the **ProSiebenSat.1 Group** announced the launch of **Red Arrow Entertainment Group**, a holding company for existing assets as well as a vehicle for international expansion. Founding the new company is part of a broad strategy to expand and strengthen the Groups' international production, programme distribution and development activities. Red Arrow plans to acquire and launch television production companies across and outside the Groups' 12-country footprint and to establish development partnerships with leading creative talent from around the world. Over and above local productions, Red Arrow will be investing in formats and scripted shows with strong international appeal and sales potential.

## CONTENT

In 2009, the Polish news programme **Fakty, TVN**'s prime time news show recorded an average audience share of 31.7% outpacing for the first time its main competitor, Wiadomości TVP (31.2%), and becoming the most popular news bulletin in Poland. On a year on year basis Fakty recorded an impressive market share growth of 1.2% point.

**Big Brother Finland** has been broadcast on **Sub**, an **MTV MEDIA** channel, for five months.

On 29 November 2009 the Big Brother 2009 final broke Sub's all-time viewing record with an average of 779 000 viewers. When the winner was announced, 973 000 viewers were tuned in, which is hugely impressive as the Finnish population is 5.3 million.

**Viasat** Ukraine has the exclusive satellite TV rights to the Football channel, as well as to Football Extra, which is to be launched in 2010. The Football channel has the exclusive broadcasting rights in Ukraine for matches from the Ukrainian Premier League as well as matches from Spain's La Liga, and the French, Dutch, Portuguese and Scottish Football leagues. Football will be included in Viasat Ukraine's premium package, Prestige, and will be available at the end of the month. Football and the soon-to-launch Football Extra add to Viasat Ukraine's sports offering, which also features Eurosport 1, Eurosport 2, ESPN Classic and Viasat Sport East.

**MTV Media**'s MTV3 Morning Show turned 20 in December 2009. The oldest morning show in the Nordic countries, **Huomenta Suomi** (Good Morning, Finland), was first broadcast on 1 December 1989. According to the latest TV Audience Measurement, Huomenta Suomi has increased in popularity in 2009, even after two decades, with figures including share of viewing among the 25–54 age group up by almost 15%. Huomenta Suomi and Studio55, which is broadcast after it, attract an average weekday morning audience of 650,000 of Finland's total population of 5.3 million. Huomenta Suomi is broadcast on MTV3 on weekdays from 6:25 to 9:10.

## NEW MEDIA PLATFORMS

On 18 November 2009, **Mediaset** launched a revolutionary new feature in the panorama of Italian television: **"Premium-On-Demand"**, the freedom to see, at any time, the latest films released and the best TV series from a constantly updated library.

**"Premium-On-Demand"** is an authentic digital library with 50 films, updated daily, and the most celebrated American TV series. It is a simple service that requires no additional cables or satellite dishes but simply a new VOD service added to the terrestrial platform.

At the same time, Premium launched two new special offers dedicated to cinema: available 24 hours a day, without commercial breaks and in 16:9, each with a total of almost 400 films per month. **"PremiumCinema Emotion"** offers romantic and love stories, light comedies, as well as entertaining and amusing films, alongside titles selected for the whole family. **"PremiumCinema Energy"** is aimed at those who love adventure, action, suspense, science fiction and comedy. **"PremiumCinema Emotion"** and **"PremiumCinema Energy"** join the existing Premium Gallery package that includes "Joi", "Mya", "Steel", "Disney Channel" (all with their +1 versions), "Premium Cinema" and "Studio Universal" giving the Premium Gallery offer a total of 12 options to choose from, all with exclusive high-quality content.

## AWARDS

On 28 November 2009 at the International Festival of Journalism 'Le Scoop', **M6** got awarded the special jury prize for the filming of "La vie blessée" (**"Wounded Life"**) by Meriem Lay, Jérôme Pavlovsky and Raphaël Bourdelon (Productions Tony Comiti).

**M6** was pleased to receive this recognition for a project that was a long time in the making. Shot over a three-year period within the context of *Zone Interdite*, "La vie blessée" deals with the subject of raising awareness about accident prevention and road safety.



## CSR

**RTL Television** has launched the third **Com.mit Award** for Integration, open to schoolchildren across Germany. The panel of judges now includes World Boxing Champion Felix Sturm. Interested pupils aged between 15 and 20 can submit concepts for films dealing with the issues of integration and migration, as an individual, group or school project. As in past years, the patron of the Com.mit Awards is the German government's Officer for Migration, Refugees and Integration, State Minister Prof. Dr. Maria Böhmer. The three best videos will be announced at the awards presentation in June 2010 and will win valuable prizes. Their talented creators can go on to deepen their newly acquired skills and knowledge during internships at Mediengruppe RTL Deutschland companies. ■



## EVENTS

### GSMA Mobile World Conference

Barcelona, 15-18 February 2010  
<http://www.mobileworldcongress.com>

### 3<sup>rd</sup> Annual Media Content World Summit

London, 25 February 2010  
<http://www.techsummits.com>

### FT Digital Media & Broadcasting Conference

Financial Times Conference  
 London, 2-3 March 2010  
<http://www.ftconferences.com/digitalmedia>

### Cable Congress

Brussels, 3-5 March 2010  
<http://www.cablecongress.com>

### 20<sup>th</sup> World Newspaper Advertising Conference & Expo

Copenhagen, 4-5 March 2010  
<http://www.ifra.com>

### DVB 2010

Lisbon, 8-10 March 2010  
<http://www.dvbworld.com>

### Screen Digest PEVE Digital Entertainment 2010

Conference for the International Home Entertainment Sector  
 London, 11-12 March 2010  
<http://www.peve.screendigest.com>

### Digital Content for a Digital Society

Conference organised by the Spanish Presidency of the EU  
 Segovia, 14-16 March 2010  
<http://www.eu2010.es>

### Mobile TV & IPTV World Forum Delivering Next Generation Multiplatform TV

London, 23-25 March 2010  
<http://www.mobiletvseries-me.com>  
<http://www.iptv-forum.com>

### The NAB Show

US National Association of Broadcasters  
 Las Vegas, 10-15 April 2010  
<http://www.nabshow.com>

### MIPTV featuring MILIA

Cannes, 12-16 April 2010  
<http://www.miptv.com>

## FOCUS

# Spanish Presidency of the EU

1 January – 30 June 2010



## “Digital Content for a Digital Society”



**Alejandro Echevarría**  
**Busquet, President of TELECINCO and Chairman of UTECA**

(Association of Spanish Commercial Broadcasters), commented:

**“Spain faces the European Presidency**

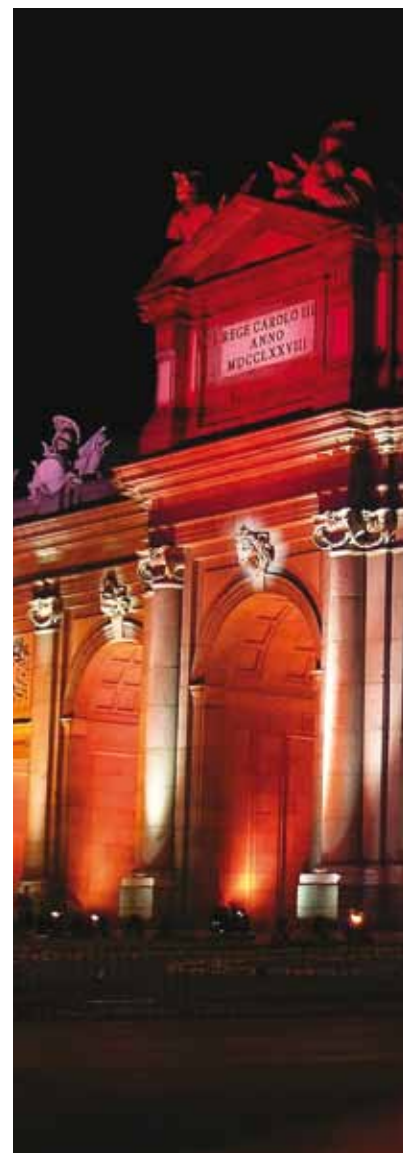
**in a key moment for the audiovisual sector at the internal level: currently, our country is boosting the creation of strong and economically efficient private operators which can afford their role in the society better. Our wish of an efficient public television, strong and independent from the Government also seems to be closer.”**

(Jornada Anual UTECA 2009). ■

## Audience shares of Spanish television channels (daily share)

	Adults 16+	Young Adults 13-24	Children 4-12	Main Purchase Responsibles 16+
TVE 1	17.8%	10.1%	9.6%	18.7
LA 2	4.5%	3.6%	4.5%	4.3%
Antena3	15.6%	21.5%	19.9%	15.7%
Tele 5	18.5%	17.0%	12.1%	20.0%
Cuatro	8.4%	12.2%	8.2%	7.9%

(Source: International Key Facts, Television 2009)



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