

What's happening in European Commercial Broadcasting 3-7 August 2020

Policy & business developments go hand in hand. This quick snapshot is designed to help EU media stakeholders to keep up with the innovative world of commercial broadcasting.

- [ITV: Soccer Aid for Unicef returns to Old Trafford this September](#)
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[ITV: Soccer Aid for UNICEF returns to Old Trafford this September](#)

Soccer Aid for UNICEF has announced that the world's biggest charity football match will take place this September at Old Trafford, the home of Manchester United. Viewers will get to enjoy the match from the comfort of their sofas as the game will be broadcast live on ITV and STV and, for the first time ever, will be played behind closed doors.



[Mediaset ready for the Final Eight](#)

Mediaset will broadcast live the Champions League Final Eight matches which will take place in Portugal this month. Mediaset's free-to-air flagship channel Canale 5 will broadcast the matches of the two Italian teams - Juventus and Napoli - while the free digital channel Canale 20 will air the highlights of all Final Eight matches. Mediaset will also broadcast the best quarter-final match, the best semi-final and the final match on 23 August. Match and post-match coverage will be also available in live streaming on www.sportmediaset.it and on the SportMediaset app.



[RTL Group: Living with Down's Syndrome](#)

RTL Group channel Vox accompanied nine people with Down syndrome over the course of one year. In more than 60,000 minutes of filming time spent together, those in front of the camera let others come close as never before. The documentary shows the lives of men and women with Down's syndrome in a manner that is multi-faceted, informative, enthralling and entertaining all at once.



Sky original drama Chernobyl becomes most awarded British series ever – picking up nine BAFTAs® including Mini-Series and Leading Actor

At the 2020 British Academy Television Awards Sky original drama Chernobyl became the most awarded British TV series in a single year ever. The drama about the 1986 nuclear meltdown added gongs for Mini-Series and Leading Actor for Jared Harris to its seven wins at the British Academy Television Craft Awards on 17 July, making it the most awarded British TV show ever in a single year.

VIACOMCBS

ViacomCBS Networks UK strengthens its commitment to diversity and inclusion

ViacomCBS Networks UK announced a series of new measures which will strengthen its diversity and inclusion drive in the UK, accelerating diverse representation on-screen, off-screen and within its organisation. Putting transparency and accountability at the heart of a reinvigorated inclusion strategy, ViacomCBS is spearheading a values-driven approach that will embed diversity into every aspect of the company's existence.

Would you like more information and/or discuss the above with a company/ACT representative?

Please contact us by responding to this email or call ACT and request Paola Colasanti on +32 2 736 00 52. See you next week for more great news from the world of commercial broadcasting.

About the Association of Commercial Television in Europe

The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters across Europe and beyond. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that the healthy and sustainable commercial broadcasting sector has an important role to play in the European economy, society and culture. Our role is to protect and to promote the interests of the European private broadcasters. We engage with the EU institutions to achieve a balanced and appropriate regulatory framework which will encourage further investment and growth in our sector. This will allow the commercial audiovisual industry to continue to do what we do best – getting great content to viewers.

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