

## What's happening in European Commercial Broadcasting 1-5 June 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.

- [AMC Networks Launches Campaign to Support Advertisers and Media Agencies](#)
- [NENT Group launches Norwegian drama-comedy 'Suck It Up' as next original production](#)
- [RTL Group: Safe homes for women](#)
- [Sky News to debate how the world will change after COVID-19](#)
- [ViacomCBS Networks Channels Ran 8:46 Seconds of Breathing Sounds in Honor of George Floyd](#)
- [The Walt Disney Company EMEA Celebrates Pride Month 2020](#)



### [AMC Networks Launches Campaign to Support Advertisers and Media Agencies](#)

AMC Networks presents, in its fourteen channels, a campaign to recognise the fundamental role of brands, advertisers and media agencies within the audiovisual industry and reactivate the advertising sector at the moment.



### [NENT Group launches Norwegian drama-comedy 'Suck It Up' as next original production](#)

Families, frustration and fulfilment are the themes of Norwegian drama-comedy 'Suck It Up', which is the next original series from Nordic Entertainment Group (NENT Group). Created, written by and starring award-winning Norwegian actress Henriette Steenstrup, the six-part show will premiere exclusively across the Nordic region on NENT Group's Viaplay streaming service in 2021.



### [RTL Group: Safe homes for women](#)

UFA and the agency Die Botschaft in cooperation with the Bertelsmann Content Alliance and Natalia Wörner are launching a campaign to fight domestic violence against women. Domestic violence against women is a crime that is committed worldwide and has been further exacerbated by the measures instituted to contain the coronavirus. The #sicherheim (#safehome) initiative is calling attention to the problem and actively combating violence against women.



**Sky News to debate how the world will change after COVID-19**

Sky News has announced a new series of debate programmes titled 'After The Pandemic: Our New World', the first "The World At Large" aired on 1 June. The one-off series will look at what the world could look like post COVID-19. The debate format will involve experts from around the world and Sky News viewers asking questions about how the pandemic could change their environment.

**VIACOMCBS**

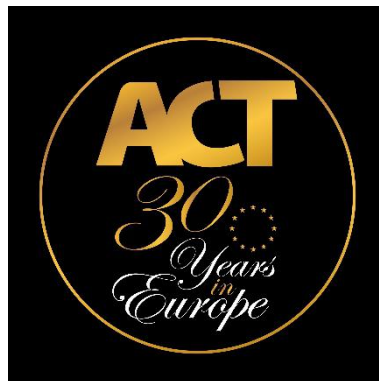
**ViacomCBS Networks Channels Ran 8:46 Seconds of Breathing Sounds in Honor of George Floyd**

ViacomCBS Networks channels went dark for nearly nine minutes, at 5 p.m. on 1 June, to make a very poignant statement. The channels cut to a black screen with the word, "I Can't Breathe" on it and a timer that counted down from 8:46. That was the amount of time a white police officer used his knee to kneel on the neck of black Minnesota resident George Floyd, whose death in police custody has set off a week of demonstrations across the country and the world as part of a movement to fight police brutality against black and brown men and women.



**The Walt Disney Company EMEA Celebrates Pride Month 2020**

Disney EMEA are honouring Pride Month 2020 with a range of activity including a brand new product range available across key European markets, with donations being made to LGBT+ charities across the region.



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**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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