

What's happening in European Commercial Broadcasting 25-29 May 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.

- [Euro 96 relived scores ITV4 year-peak viewing figures](#)
- [Mediaset: Infinity LAB launched a call to independent film-makers](#)
- [NENT Group to launch Viaplay in Estonia, Latvia and Lithuania](#)
- [RTL Group: "More than ever, brands and agencies need support"](#)
- [Sky Studios announces new Italian in-house production Blocco 181](#)
- [ViacomCBS: Pluto TV launches 24 new channels and first ever TV campaign in Germany, Switzerland and Austria](#)
- [Virgin Media Ireland launches €1 Million support fund to boost businesses nationwide](#)



[Euro 96 relived scores ITV4 year-peak viewing figures](#)

ITV's Euro 96 Relived coverage has caught the public's imagination with year-high viewing figures on ITV4, high levels of watching hours since its launch on ITV Hub, and cut-through social media engagement. With Euro 2020 postponed for twelve months, ITV has raided its archives to provide football fans with a slice of sports nostalgia as the platform unearths every match from 1996's tournament, hosted in England, for Euro 96 Relived, making available on the ITV Hub all 31 games from one of the most closely contested tournaments in recent history.



[Mediaset: Infinity LAB launched a call to independent film-makers](#)

In collaboration with the Web Marketing Festival, Infinity LAB, launches a new call "Ripensiamo il futuro – documentari e storie post quarantena" (Let's rethink the future - documentaries and post-quarantine stories). Carried out by the first permanent Italian hub on an initiative of Mediaset's S-VOD service Infinity and targeted to independent film makers, the goal is to scout documentaries, docu-fiction and reportages that, in light of the current emergency situation, can communicate the challenges of our time and redesign the future in an innovative and more constructive way. The selected projects will be co-financed and broadcast on the Infinity platform.



[NENT Group to launch Viaplay in Estonia, Latvia and Lithuania](#)

Nordic Entertainment Group (NENT Group) will launch its Viaplay streaming service in Estonia, Latvia and Lithuania in the first quarter of 2021. Viaplay will offer Baltic viewers a unique combination of

Viaplay originals, films and series, kids' content and live sports. New local originals for the Baltic markets will be developed by NENT Studios and with third-party production companies.



[RTL Group: "More than ever, brands and agencies need support"](#)

Stéphane Coruble, Managing Director of RTL AdConnect, talks to Backstage about the state of the advertising markets in the coronavirus crisis, the new VMP Connect platform and what the future holds.



[Sky Studios announces new Italian in-house production *Blocco 181*](#)

Sky Studios announces its latest in-house production *Blocco 181*. The new Sky original project will be developed with the multi-platinum musician and rapper Salmo and will be the first television project for the Italian rap artist. *Blocco 181* will be set in the multi-ethnic communities on the outskirts of Milan, and will revolve around themes of love, generational conflicts, female emancipation and, above all, power struggles.

VIACOMCBS

[ViacomCBS: Pluto TV launches 24 new channels and first ever TV campaign in Germany, Switzerland and Austria](#)

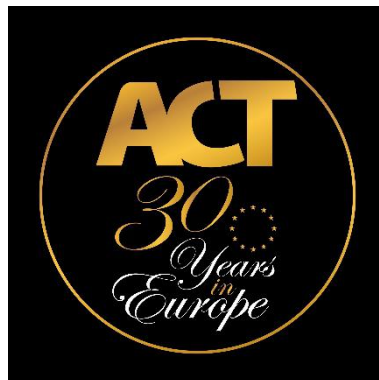
ViacomCBS Pluto TV has expanded its offering in Germany, Austria, and Switzerland launching 24 new channels. Having begun 2020 with a lineup of 45 live channels, Pluto TV has rapidly grown its portfolio to now deliver 75 channels in these three markets. The new slate of channels includes highlights from categories such as Kids, Curiosity, Reality TV, Sports, and Entertainment.



TELEVISION

[Virgin Media Ireland launches €1 Million support fund to boost businesses nationwide](#)

Virgin Media has launched €1 Million support fund as part of its #BackingBusiness initiative to boost Irish businesses nationwide, with free on-air advertising including creative, production, profiles in relevant TV programmes and social media promotion across its full schedule covering Virgin Media Channels One, Two and Three.



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

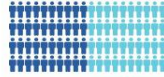
The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters across Europe and beyond. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that 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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84 BILLION EURO
is the annual turnover of
the European TV sector.



1 MILLION PEOPLE
work in the audiovisual
industry in Europe.



15 BILLION EURO
are invested, per year, in
content by Europe's
largest commercial
broadcasters.



50%
of our revenues are
invested back in the
creation of audiovisual
content.



**236 MINUTES PER
DAY**
is the average viewing
time of linear TV in the EU
(2013).



11,000 TV CHANNELS
are available in Europe, of
which 8,270 in the EU 27
(2012).



300 NEWS CHANNELS
are available in Europe.
More than 80% of them
are privately owned.



320 KIDS CHANNELS
are established in Europe,
of which almost 300 are
private.