

What's happening in European Commercial Broadcasting 27 April - 1 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.

- [ITV and BBC join forces to supersize Dancing Ledge Productions Mentoring Scheme](#)
- [Mediaset thanks employees on the front line during COVID-19 emergency](#)
- [NENT Group to show PDC Home Tour darts live on Viaplay](#)
- [RTL Nederland: Love is all you need](#)
- [Sky identifies top trends among viewing habits in lockdown](#)



[ITV and BBC join forces to supersize Dancing Ledge Productions Mentoring Scheme](#)

ITV and the BBC have agreed to jointly fund a new two-year writers and new directors scheme run by Dancing Ledge Productions, to discover and nurture a new generation of TV talent, providing them with a career changing opportunity. ITV will support the new writers' initiative and the BBC the new directors' initiative.



[Mediaset thanks employees on the front line during COVID-19 emergency](#)

Mediaset rewards with a bonus its workforce, from technicians to journalists who have ensured essential news coverage and programming services during the COVID-19 emergency. A compensation is also granted to staff operating on reduced shifts, according to the provisions set in the "Cura Italia" decree. This is not the only sign of solidarity announced by Mediaset's CEO Pier Silvio Berlusconi: the Group's management remuneration will undergo a significant reduction.



[NENT Group to show PDC Home Tour darts live on Viaplay](#)

Nordic Entertainment Group (NENT Group) has acquired the Nordic media rights to the Professional Darts Corporation (PDC) Home Tour, a new global darts tournament featuring the world's best professional players competing against each other live from their own homes. The PDC Home Tour will be shown live every day until mid-May on NENT Group's Viaplay streaming service.



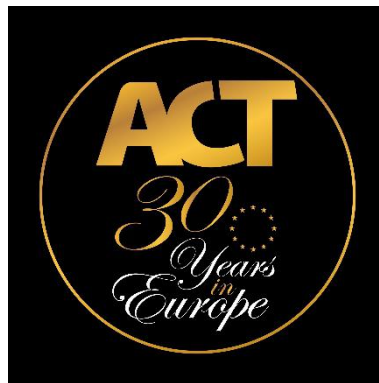
RTL Nederland: Love is all you need

RTL Nederland shares their viewers' love through their 'All you need is love' campaign. A virtual hug for grandma, a sympathetic action by local entrepreneurs, or an online ode to love: as of 14 April, RTL Nederland offers heart-warming messages from all over the Netherlands via its 'All You Need Is Love' campaign on its channels.



Sky identifies top trends among viewing habits in lockdown

Sky has seen the highest ever TV viewing among its customers, an increase of almost a third. With more time at home, Brits are watching on average an extra 72 minutes of TV a day, equating to a grand total of 5.5 hours. This rise is even greater for younger age groups reversing the decline in TV viewing seen in recent years with 16-34 year olds watching 45% more TV, an extra 85 minutes a day.



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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