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About ACT

The Association of Commercial Television in Europe (ACT) is a trade body for the commercial broadcasting sector in Europe. Formed in 1989, the ACT has 27 member companies active in 37 European countries, operating and distributing several thousand free-to-air and pay-tv channels and new media services.

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Members' Newsroom

Eurosport to enhance customer experience on platforms by introducing skippable ads



Eurosport announced it has taken steps to improve customer experience by making full-length adverts skippable on its free digital platform Eurosport.com and the Eurosport app. The initiative will give visitors to Eurosport's digital platforms (excluding Eurosport Player) the opportunity to skip pre-roll ads on free content after six seconds.

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ITV Studios Global Entertainment unveils impactful spring drama slate



ITV Studios Global Entertainment unveiled its new spring drama slate to international buyers at its second annual Drama Festival. Featuring a range of new titles from ITV Studios' production labels and leading independent producers, the Festival showcases some of the most exciting and powerful dramas soon to launch to the international market.

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Mediaset secures new partnerships to deliver quality content to its viewers



Mediaset reached a commercial agreement with the film production company Notorious Pictures for the exclusive distribution rights of its content on Free TV. The new partnership feeds in the Group's strategy to offer exclusive shows and provide its public with quality content. This approach proves to be successful: the latest TV series "Non Mentire" was a great success at its second episode run on Mediaset's flagship channel Canale 5. The TV drama, the remake for the Italian public of the English "Liar", reached almost 3.4 million viewers, i.e. 15% audience share.

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NENT Group creates short-form thriller 'Cryptid' as next original series



The next original series from Nordic Entertainment Group (NENT Group) will be 'Cryptid', a pioneering short-form supernatural thriller based on a pitch by acclaimed Belgian graphic novelist Sylvain Runberg. The series will premiere exclusively on NENT Group's Viaplay streaming service across the Nordic region in early 2020.

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RTL Group: Creative exchange



At the Berlin International Film Festival, RTL Television and TV Now hosted an exclusive event, dubbed Storytellers@Berlinale, to engage in a creative exchange with authors, producers and emerging young talents. Philipp Steffens, Head of Fiction at RTL Television, and Moritz Pohl, Head of VOD Content at TV Now, gave insights into the strategy of their respective Mediengruppe RTL Deutschland channel and streaming service and also talked about potential orders.

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Sky asks comedians to watch football



Sky One commissioned Avalon to make an 8x30 minute topical series titled, *Comedians Watching Football with Friends*. Thanks to Sky's unique relationship with the Premier League, this new Sky original production will see comedians, and friends, watch two of the

big televised weekend matches while they offer sofa-situated analysis and generally chew the fat.

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TF1 Group publishes its 2018 annual results



TF1 Group published its 2018 annual results: third consecutive year of growth in Group share of target audience. Revenue up by €156 million (+7.3%) from previous year, driven mainly by broadcasting operations and TF1's new digital division Unify. Operating profit for the period was €196 million.

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UPCOMING EU POLICY EVENTS IN MARCH 2019

- 4/03/19 EP JURI Committee meeting, Brussels
- 4/03/19 EP IMCO Committee meeting, Brussels
- 7/03/19 EP CULT Committee meeting, Brussels
- 11-14/03/19 EP Plenary Session, Strasbourg
- 18/03/19 EP JURI Committee meeting, Brussels
- 18/03/19 EP IMCO Committee meeting, Brussels
- 18/03/19 EP CULT Committee meeting, Brussels
- 18-19/03/19 Romanian Presidency Conference on cinematographic co-productions and co-operations in the audiovisual field, Bucharest
- 18-22/03/19 European Media Literacy Week
- 21-22/03/19 European Council, Brussels
- 25-28/03/19 EP Plenary Session, Strasbourg

ACT members























































