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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

**CANAL+ Group acquires the exclusive rights to the Premiere League in Vietnam for seasons 2019 to 2022**



CANAL+ GROUP, through its subsidiary K+, welcomes an exclusive broadcasting agreement with the Premier League in Vietnam for the next three seasons. K+ has acquired the exclusive broadcasting rights to the English championship for the 2019 to 2022 seasons and will offer the entire competition (380 matches per season) on K+ channels, channels specifically produced by CANAL+ GROUP for Vietnam.

[Read more](#)

## ITV to launch new addressable advertising platform



ITV has signed an exclusive UK and Ireland licensing agreement with Amobee, a global digital advertising technology company, for end-to-end programmatic buying and selling of premium video inventory on the ITV Hub. This will enable ITV to launch a new, fully programmatic, premium advanced advertising platform, uniquely built using Amobee's advertising technology which allows advertisers complete control over the purchasing of their campaigns across ITV's premium VOD service, the ITV Hub.

[Read more](#)

## Mediaset ready to create a pan-European broadcasting alliance



After the positive results highlighted in the 2018 Annual Report, Mediaset's CEO Piersilvio Berlusconi confirmed the Group's willingness to expand and create a pan-European alliance focused on FTA broadcasting. Already leader of commercial television broadcasting in Italy and Spain, where it produces and distributes tailor-made original content to its audience, the Group is ready to team up and create a true European media company able to face fierce competition of international operators.

[Read more](#)

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## RTL Group: Pitch and Meet 2019



RTL Group's 12<sup>th</sup> annual Pitch and Meet was held on the 21-22 March 2019 at Groupe M6 in Paris. The event generally focussed more so on non-scripted formats, timewise it was ideally situated in the run up to MipTV in Cannes and therefore gave participants a headstart for an exclusive pitch session and networking opportunities. This year a total of 15 production companies presented 55 different formats.

[Read more](#)

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## Sky Atlantic joins forces with The British Army and The Night's Watch to launch Game of Thrones Season 8



Sky Atlantic organised a military spectacle, at the Tower of London, to celebrate the launch of the hotly anticipated new and final season of Game of Thrones. The British Army's Coldstream Guards performed a rendition of the Game of Thrones theme tune as the 'Night's Watch' from the global TV phenomenon performed a unique military display.

[Read more](#)

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## UPCOMING EU POLICY EVENTS IN APRIL 2019

- 8-11/04/19 MIPTV, Cannes
- 11/04/19 Council High Level Group on Competitiveness and Growth, Brussels
- 15-18/04/19 EP Plenary Session, Strasbourg

## ACT members

