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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

A+E Networks EMEA launches campaign to support ending violence against women



A+E Networks EMEA will launch a television campaign next month that calls for the end of violence against women. Led by the Crime+Investigation network, the campaign will also have a strong presence across HISTORY, Lifetime, Blaze and Cosmo TV channels across Europe, the Middle East and Africa.

[Read more](#)

ITV, Channel 4 and Sky team up in £10m TV campaign to promote healthy eating and exercise for children



ITV, Channel 4 and Sky are set to launch an ambitious health and wellbeing initiative to promote the importance of healthy eating and exercise for kids in a new three-year partnership. With an airtime investment of £10m, the UK's leading commercial broadcasters aim to reach 90% of UK children and help tackle children's obesity by showcasing advertising campaigns such as Eat Them To Defeat Them and The Daily Mile. The three main TV sales groups will launch multiple major on-air campaigns from January 2020 with the aim of helping 10 million kids lead healthier lives.

[Read more](#)

NENT Group renews hit original series Honour for second season



Nordic Entertainment Group (NENT Group), has commissioned a second season of its hit original series *Honour*. Created by a stellar line-up of Sweden’s leading creative talents, the show explores urgent contemporary themes such as injustice and inequality and set a Viaplay record for the most watched original premiere ever on its opening weekend in autumn 2019. *Honour* season two will premiere exclusively on Viaplay across the Nordic region in 2021.

[Read more](#)

RTL Group: “It needs to look fresh, feel fresh; it needs to be different!”



In an interview with Worldscreen, Rob Clark, Director of Global Entertainment at Fremantle, talks about trends and opportunities in the entertainment industry, and the quest for ‘the next big thing’. Asked about which types of entertainment are more in demand, Clark mentions game shows.

[Read more](#)

UPCOMING EU POLICY EVENTS IN OCTOBER 2019

- 17-18/10/19 European Council, Brussels
- 21-24/10/19 EP Plenary, Strasbourg

ACT members

