

What's happening in European Commercial Broadcasting 28 September – 2 October 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.

- [Mediaset España leads digital video consumption](#)
- [NENT Group presents 'Thunder in My Heart' as next original drama](#)
- [RTL Group: When the world stopped, TV stepped in](#)
- [TV4's extensive coverage of the US election: 37 hours live coverage](#)
- [ViacomCBS Kicks Off Inclusion Week Amid Industrywide Calls to Action: 'We Can Leave Nothing to Chance'](#)

*MEDIASET*españa.



[Mediaset España leads digital video consumption](#)

Mitele consolidates its leadership ranking first in the consumption of digital videos in Spain. With an increase of 27% compared to last year, Mediaset España's VOD platform reached 270 million video views in August.



[NENT Group presents 'Thunder in My Heart' as next original drama](#)

Nordic Entertainment Group (NENT Group), has launched the Swedish comedy drama series 'Thunder in My Heart' as its next Viaplay Original. The eight-part show is created by Swedish actress and singer Amy Deasismont, who also plays the leading role, and will premiere exclusively on NENT Group's Viaplay streaming service across the Nordic and Baltic regions in spring 2021.



[RTL Group: When the world stopped, TV stepped in](#)

Stéphane Coruble, Managing Director of RTL AdConnect, gave a virtual keynote presentation on how TV became a source of comfort during the pandemic at Mad Fest x Dmexco. In his three-minute speech, he explained how people turned to television in times of crisis for a source of trustworthy real time information, but also how TV was a way for people to come together, while having to stay physically apart. The RTL AdConnect Managing Director showed how the creatives reacted with new concepts and ideas, adapted to the unprecedented situation. Stéphane Coruble concluded stating: "TV is still relevant and has the power to bring us together".



[TV4's extensive coverage of the US election 37 hours live coverage](#)

The US presidential election on November 3 will be closely monitored by TV4 with a record-breaking live broadcast for 37 hours, led by experienced presenters, experts and US correspondents. In this special program, TV4 offers a rich palette of experts who can provide knowledge and in-depth study, to help viewers understand how the election result will affect the world.

VIACOMCBS

[ViacomCBS Kicks Off Inclusion Week Amid Industrywide Calls to Action: 'We Can Leave Nothing to Chance'](#)

Amid a year of the entertainment industry and the nation as a whole, reckoning with the way it approaches issue of racial representation and gender parity, ViacomCBS is kicking off its annual inclusion week with an eye toward tackling those issues head on.

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.