

What's happening in European Commercial Broadcasting 5-9 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.

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[ITV launches Planet V](#)

ITV's premium advanced advertising platform, Planet V, went live on Monday 5th October. After almost 50,000 hours of development work customising and configuring this unique advertising proposition, Planet V will allow both advertisers and agencies control over the planning, purchasing and reporting of their campaigns across ITV's VOD service, the ITV Hub.



[Mediaset enhances its content with Hyper360 technology](#)

Thanks to the new Hyper360 technology, developed within a project funded by the EU's Horizon 2020 programme, Mediaset will make 360-degree interactive content available on its multimedia platforms, web, mobile, HBBTV, augmented displays. Hyper360 has many fields of application: news, entertainment and advertising. Starting from video footage dedicated to 360 degrees, Hyper 360 enables the creation of clickable and therefore navigable points of interaction (texts, images or links to other videos).



[NENT Group counts in 'Two Sisters' for next original production](#)

The next Viaplay Original from Nordic Entertainment Group (NENT Group), will be the Swedish drama series 'Two Sisters'. The eight-part show is based on the bestselling novels by Swedish celebrities Hannah Widell and Amanda Schulman and is produced by Yellow Bird ('Millennium'; NENT Group's 'The Truth Will Out'). 'Two Sisters' will premiere exclusively on NENT Group's Viaplay streaming service across the Nordic and Baltic regions in 2021.



RTL Group: Live from the White House

Enx broadcast its first webinar in which the US presidential campaign was discussed by experts. On 1 October 2020, Enx broadcast live to discuss the first Presidential debate in the USA, but also the potential outcomes of the US elections and how the recent events affected the campaign. CBS White House Correspondent, Paula Reid, joined from the White House and CBS Director of Surveys, Anthony Salvanto, also took part in the webinar which was hosted by British author and presenter Tim Marshall. François Clemenceau, Editor of Le Journal du Dimanche, gave his perspective on the foreign policy implications of a second term for Donald Trump or a win of Democratic candidate Joe Biden.



Sky Sports announces plans to tackle online abuse

Sky Sports has announced a set of new measures coming into effect immediately to combat online abuse and hate across its platforms. Over 40 million users engage on Sky Sports' channels on digital and social media platforms (Instagram, Facebook, Twitter and YouTube) which have seen a spike in hateful comments on the basis of race, colour, gender, nationality, ethnicity, disability, religion, sexuality, age and class.



UNITED
M E D I A

United Media Group: "The Black Sun" was declared the best series at FEDIS

The second season of the "The Black Sun" series, produced by the United Media, won the Golden Arena for the best series at the 10th International Drama and Series Festival. It was declared the best series in the 2019/2020 season among 13 series competing for this award. This historical thriller also won the Golden Antenna for the best supporting actress, that was given to Vesna Trivalić.



ViacomCBS: Pluto TV launches in Spain

ViacomCBS Networks International announces that Pluto TV, its leading free, ad-supported streaming television service, will be available in Spain from the end of October via www.pluto.tv, Apple TV, Android TV and Amazon Fire TV and mobile device apps for download in iOS and Android. Pluto TV will launch with 40 thematic and uniquely curated channels across multiple genres, including movies, TV series, reality, kids' IP, lifestyle, crime, and comedy.

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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