

What's happening in European Commercial Broadcasting 26-30 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: Smash hit Love Island reaches Canada](#)

ITV Studios' smash hit Love Island has been commissioned by Quebecor Content in Canada for French spoken version. Following recently announced commissions in Spain, Nigeria and Italy, this will be the 19th local adaptation of the reality dating format. The series will be shot on the idyllic Grand Canary Island.



[Mediaset enriches its ad-tech offer](#)

Publitalia 80, Mediaset's sales-house, strengthens the addressable offer with Dynamic Ad Insertion solution, DAI, a broadband technology that allows, on connected TVs, the dynamic insertion of commercials within a linear break enabling companies to plan video campaign on Mediaset TV channels and profiling on connected TVs, according to geographic targeting variables, socio-demographic and interests, based on investors' needs. Paola Colombo, General Manager of Adtech & business development, stated that Mediaset is constantly scouting to analyze and test new technologies to bring to the market tools that are truly capable of guaranteeing the most innovative ways of delivering advertising and, above all, of measuring it and customizing it, while safeguarding quality viewer experience.



[NENT Group commissions 'Stella Blómkvist' season two](#)

The next original series from Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, will be a new season of its hit Icelandic noir drama 'Stella Blómkvist'. The show is already in production in Iceland and Heida Reed (BBC's 'Poldark') will reprise her title role from season

one, which received eight nominations at Iceland's prestigious Eddan Awards. 'Stella Blómkvist' season two will stream on NENT Group's Viaplay service across the Nordic and Baltic regions.



[RTL Group: The American Landing – on French TV](#)

M6 and W9 to feature special US-focused programming as the elections come into view. With the US presidential elections coming up on 3 November, M6 and W9 will offer special programming to get into the spirit and better understand the implications and context of this major political event.



[America Decides: Sky News unveils US Election 2020 plans](#)

As the extraordinary build-up to the US Presidential Election continues, Sky News has unveiled coverage plans for the night of 3 November, including live results, expert analysis, special guests and a bespoke augmented reality studio allowing viewers to visualise the 'Race to the White House' like never before.

VIACOMCBS

[ViacomCBS International Studios Launches Kids Division](#)

ViacomCBS International Studios (VIS), the production arm of ViacomCBS Networks International, has launched a children's content division. VIS Kids will create short- and long-form content for ViacomCBS brands and platforms and third parties. The company plans to launch more than 30 new kids' shows over next three years, animated and live action alike.



TELEVISION

[Virgin Media in association with Fís Éireann / Screen Ireland announce €150,000 prize fund for film makers](#)

Virgin Media in association with Fís Éireann / Screen Ireland unveiled a €150,000 prize fund for the Virgin Media Discovers short film competition, to promote and support new and established Irish film making talent and development, with a focus on diversity and inclusion.

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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