

What's happening in European Commercial Broadcasting 16-20 November 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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[Private and Public broadcasters call for action against the negative impacts of global online platforms on Europe's democracies, cultural diversity and media plurality](#)

European broadcasting associations, representing thousands of public and commercial media outlets and radio and TV sales houses, speak out together for the adoption of meaningful EU laws reflecting the impact global online platforms have on democracy, investment in European content, media plurality and cultural diversity.



[ITV Launches Brand New Podcast 'My Life in TV'](#)

ITV will launch its first branded podcast, My Life in TV, a nostalgic series of in-depth interviews with some of ITV's most familiar faces about their love affair with telly. Hosted by Alison Hammond, My Life in TV will see some of ITV's favourite names discuss their most loved shows, open up about their career highs and lows, as well as the telly that shaped their childhoods.



[Happy 40-year anniversary Canale 5!](#)

On 11 November 1980, Mediaset flagship channel Canale 5 launched its broadcast programming throughout Italy. Since then and over the years, Canale 5 has been able to intercept and anticipate new

television trends and format - from movies and TV series to news programmes, entertainment, and sport events – making of Canale 5 one of the most popular and trusted TV brands in Italy.

[Mediaset remains in profit despite the Covid-19 emergency](#)

Thanks to prompt action on costs, growth in television ratings and strong revenues generated by the advertising companies, Mediaset ended a very positive third quarter with € 29.4 million net profit.



[NENT Group secures exclusive Bundesliga football rights in Poland](#)

Nordic Entertainment Group (NENT Group), has secured the exclusive rights to show German Bundesliga and Bundesliga 2 football in Poland after a four-year deal that runs until the 2024-25 season was agreed with Bundesliga International, a subsidiary of the DFL Deutsche Fußball Liga. The company's Viaplay streaming service will launch in Poland in August 2021 as part of NENT Group's vision to become the European streaming champion and will include Bundesliga in a broad consumer offering.



[RTL Group: German market leaders join forces](#)

Deutsche Telekom and Mediengruppe RTL Deutschland extend their cooperation. The partners will integrate the RTL streaming service TV Now Premium in Deutsche Telekom's TV offer, Magenta TV. Bundling TV Now Premium and Magenta TV in one subscription gives viewers access to more than 60,000 hours of programming across all genres – from award-winning drama series and entertainment shows, to news, documentaries and live sport. Deutsche Telekom and Mediengruppe RTL Deutschland have also agreed to increase cooperation in advertising technology, advertising sales and content.



[Sky Studios Elstree launches storytelling competition for Hertsmere schools](#)

Sky Studios Elstree has launched a new storytelling competition for school students in Hertsmere, set to fuel the creative ambition of young people in the local area while also highlighting the challenges posed by climate change. The Sky Studios Sustainability Heroes competition will invite school children aged between 8-14 to create a superhero and write a story that sees their hero on a mission to save the future of the planet from the impact of climate change.



[TF1 Group features in the top 10 French companies for corporate responsibility](#)

TF1 Group features in the top 10 French companies for corporate responsibility in the rankings published by the newspaper Le Point. The rankings were prepared by Germany's Statista Institute for Le Point, based on three criteria: environment, social and governance, using around 20 key indicators in each of those three areas. These covered issues such as waste and carbon emissions, equal pay, and the number of women on the Board of Directors.

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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