

What's happening in European Commercial Broadcasting 23-27 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.

- World Television Day celebrates a truth that holds around the globe: TV makes a difference!
- NENT Group lines up 'A Class Apart' as next Viaplay Original
- RTL Group : Info Offensive
- Sky and Entertainment One sign ground-breaking deal to deliver the best in film to Sky Cinema customers
- TF1 Group supports the educational operation "Chouette, pas chouette"
- ViacomCBS International Studios and Morena Films strike co-development deal for The Kellys







World Television Day celebrates a truth that holds around the globe: TV makes a difference!

TV companies around the world celebrated World Television Day on 21 November to remind us that TV makes a difference in people's lives. As part of the annual United Nations initiative, a 30 second-spot was broadcast on-air and shared online worldwide. For its 24th edition, World Television Day celebrated a truth that holds around the globe: TV makes a difference! Our medium has made and will continue to make a difference in society by putting the spotlight on racial and social injustice, hate speech, the pressing climate issues and the support TV has provided to people and businesses throughout the continuing COVID crisis.



NENT Group lines up 'A Class Apart' as next Viaplay Original

The next original production from Nordic Entertainment Group (NENT Group), is the Swedish drama series 'A Class Apart', which explores a hidden world of privilege, power and deadly secrets at an exclusive boarding school. The eight-part show uses the framework of a compelling mystery to examine social structures and will premiere exclusively on NENT Group's Viaplay streaming service.



RTL Group : Info Offensive

Mediengruppe RTL Deutschland will found the new company RTL News GmbH on 1 February 2021, with a claim to make it the most powerful journalistic hub for cross-media news, infotainment, investigative journalism, and docutainment in Germany. Around 700 journalists at 24 locations in Germany and abroad work every day to create around 20 hours of news and magazine programmes and content to



be broadcasted on RTL Television, NTV and VOX, as well as wide-ranging information for the broadcaster's digital platforms.



Sky and Entertainment One sign ground-breaking deal to deliver the best in film to Sky Cinema customers

Sky and Entertainment One (eOne), Hasbro's entertainment studio have announced a long-term partnership that will bring Sky customers hundreds of hours of blockbuster movies. The new deal makes it even easier for customers to access the content they want, all in one place, on Sky Q. The deal covers both eOne's existing library and new releases in development.



TF1 Group supports the educational operation "Chouette, pas chouette"

TF1 Group TF1 group is pleased to be a partner of the "Chouette, pas chouette" operation, a TV series to be broadcast from January 2021 on TFOU, to make the youngest children aware of the fight against sexism and respect for difference. The educational project is part of the great cause "Stop violence against women" and aims to deconstruct sexist stereotypes from an early age via an animated series of 16 episodes addressed to 4-6 years old children and broadcast widely on numerous television channels.

VIACOMCBS

ViacomCBS International Studios and Morena Films strike co-development deal for The Kellys

ViacomCBS International Studios and production company Morena Films announced a co-development deal for dramedy TV series *The Kellys*. Héctor Lozano (Merlí, Merlí. Sapere Aude) is the creator and showrunner of this production following a group of cleaners in a Spanish coast's hotel. *Las Kellys* tells a daily story in an optimistic tone, about labor dignity, the small pleasures of life, hopes never lost, the ability to thrive... and love.

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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