

What's happening in European Commercial Broadcasting 30 November – 4 December 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.

- <u>Commercial Broadcasters welcome Council Conclusions support for a level playing field, territorial</u> <u>licensing and greater responsibility of Platforms</u>
- <u>Broadcasters call for Media/Democracy Action Plans to ensure investment in content, media</u> <u>pluralism & trustworthy news</u>
- Film/Audiovisual Sector welcomes EC review of unjustified geo-blocking in line with latest studies supporting territoriality
- ITV Studios sells more than 100 hours of French and British drama to Salto
- Mediaset closes 2020 with ever-increasing ratings
- NENT Group expands international series offering on Viaplay
- <u>RTL Group: Four special prizes and eight golds</u>
- <u>Euphoria official trailer revealed ahead of special first episode on Sky Atlantic and NOW TV this</u> <u>December</u>
- TF1 Group ranks 5th in Dow jones Sustainability Index



<u>Commercial Broadcasters welcome Council Conclusions support for a level playing field, territorial</u> <u>licensing and greater responsibility of Platforms</u>

The Association of Commercial Television in Europe (ACT) welcomes the validation by Culture and Audiovisual ministers of the Council conclusions on 'Safeguarding a free and pluralistic media system' and fully supports the Council's objective on the need to safeguard a sustainable, pluralistic and trustworthy media environment. ACT encourages the Commission to mirror the useful recommendations set out in these Conclusions in its forthcoming proposals as they encapsulate the principles of the comprehensive media policy the ACT calls for.

<u>Broadcasters call for Media/Democracy Action Plans to ensure investment in content, media</u> <u>pluralism & trustworthy news</u>

Commercial Broadcasters welcome the opportunity to engage with the Commission's European Democracy Action Plan (EDAP) and Europe's Media in the Digital Decade Action Plan (EMDDAP). Both proposals have at their heart the desire to sustain and grow Europe's media ecosystem, an objective shared by broadcasters and the European creative economy as a whole. Legal certainty on the business drivers and a commitment to a level playing field should be the priority for any recovery strategy.

Film/Audiovisual Sector welcomes EC review of unjustified geo-blocking in line with latest studies supporting territoriality

Film and audiovisual sector welcomes EC Review of unjustified geo-blocking in line with latest studies supporting territoriality. The sector calls for an AV Action Plan that boosts European cooperation on financing and distribution, including though co-productions, to increase circulation of content.





ITV Studios sells more than 100 hours of French and British drama to Salto

ITV Studios has sold a range of French and English language drama to the recently launched French SVOD service, Salto. The platform which aggregates content from France Télévisions, TF1 and M6 for streaming, has acquired a range of premium scripted content produced by Tetra Media Studios, ITV Studios France (ITVS France) and Jeff Pope's Factual Drama label, all part of ITV Studios.



Mediaset closes 2020 with ever-increasing ratings

Mediaset confirms its audience leadership in 2020 both on FTA and thematic channels in daytime and total audience. This achievement is not only in the last month but also year on year.



NENT Group expands international series offering on Viaplay

Nordic Entertainment Group (NENT Group) launched a broad range of critically acclaimed international series on its Viaplay streaming service on 30 November. The strategic launch reflects the rapidly growing demand for high-quality global content amongst streaming viewers and includes hit current and library shows such as `La Unidad', `An Ordinary Woman', `Happily Married', `Los Internacionales' and `Babylon Berlin'.



RTL Group: Four special prizes and eight golds

On 26 November, the 22nd Eyes & Ears Awards were presented. Mediengruppe RTL Deutschland, its agency partners, RTL Zwei, UFA and Divimove won more than 30 creative awards, including three special prizes and eight gold awards. In addition, Mediengruppe RTL Deutschland and UFA won 11 silver and ten bronze awards.

sky

Euphoria official trailer revealed ahead of special first episode on Sky Atlantic and NOW TV this December

Euphoria returns to Sky Atlantic and NOW TV this December with the show's first special episode. Euphoria received three Primetime Emmy[®] Awards this year, including Outstanding Lead Actress In A Drama Series (Zendaya), Outstanding Contemporary Makeup (Non-Prosthetic) and Outstanding Original Music and Lyrics.





TF1 Group ranks 5th in Dow jones Sustainability Index

The TF1 Group has confirmed its position in the Dow Jones Sustainability Index (DJSI), the benchmark for measuring corporate performance based on environmental, social and governance criteria. The group is very proud to take 5th place in the DJSI rankings for the second consecutive year in 2020.

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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Association of Commercial Television in Europe



is the annual turnover of the European TV sector.

236 MINUTES PER

DAY

is the average viewing time of linear TV in the EU

(2013).



work in the audiovisual industry in Europe.

11,000 TV CHANNELS

are available in Europe, of

which 8,270 in the EU 27

(2012).



15 BILLION EURO

are invested, per year, in o content by Europe's in largest commercial cree broadcasters.



300 NEWS CHANNELS are available in Europe. More than 80% of them are privately owned.



50% of our revenues are invested back in the creation of audiovisual content.





are established in Europe, of which almost 300 are private.