

# What's happening in European Commercial Broadcasting 14-18 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.

- DMA/DSA: Broadcasters support Commission proposals to end Platforms' unfair digital practices and strongly encourage a liability regime that delivers effective accountability online
- ITV: 'Winning Combination' wraps up strong first season
- Mediaset and Banco Alimentare together to support recovery and redistribution of food surpluses
- NENT Group to show FIFA World Cup 2022 African qualifiers in nine countries
- RTL Group: The success of Videoland
- Telenet/SBS, Mediahuis, Proximus/Skynet and Pebble Media jointly set up a national sales house
- Trailer released for fast paced and edgy 'ZeroZeroZero', coming to Sky Atlantic and NOW TV in 2021
- TF1 Group Climate Strategy
- The Walt Disney Company Surpasses 137M Paid Subscriptions across its Direct-to-Consumer Services, Shattering Previous Guidance and Increases Paid Subscriptions Target to 300-350M by 2024

# ACT wishes you a Merry Christmas and a Happy New Year 2021!



<u>DMA/DSA: Broadcasters support Commission proposals to end Platforms' unfair digital practices and strongly encourage a liability regime that delivers effective accountability online</u>

The publication of the DMA and DSA proposals marks the accomplishment of a long process towards the necessary framing of the digital space to ensure a thriving competitive environment and a diverse, innovative and secure media landscape. These reforms present distinctive merits and pitfalls for Broadcasters who stand at the nexus of media, technology, news and data policy. The ACT stresses the importance of these proposals to foster pluralism, safeguard the rule of law and deliver innovative digital services, quality entertainment and trusted news.



### ITV: 'Winning Combination' wraps up strong first season

ITV Studios' newest daytime quiz format 'Winning Combination' wrapped up a very strong first season in the UK on ITV. The series averaged 1.3 million viewers and a 16.7% market share. In 'Winning Combination', nine contestants are given a number from 1-9. Across four rounds, they answer questions to be one of four players in the end game.





# Mediaset and Banco Alimentare together to support recovery and redistribution of food surpluses

Mediaset has joined Banco Alimentare Onlus, a no profit network that supports the poorest in their essential needs, in a new campaign "Feed hope". For a month, until the end of the holiday season, Mediaset will air a spot to raise awareness and support initiatives aimed at guaranteeing food aid to the families in need, whose number is growing due to the economic crisis following the COVID-19 pandemic.



# **NENT Group to show FIFA World Cup 2022 African qualifiers in nine countries**

Nordic Entertainment Group (NENT Group) has acquired the exclusive rights to show the African qualifiers for the FIFA World Cup 2022 on its Viaplay streaming service in nine countries. From summer 2021, fans will be able to stream 130 live qualifying matches in prime European timeslots featuring superstar players from the Premier League, Bundesliga, La Liga and more, as 40 African teams compete for five spots at the world's biggest international football tournament.



## **RTL Group: The success of Videoland**

In the TV Key Facts report, published by RTL AdConnect, Lucien Brouwer, Chief Marketing Officer at RTL Nederland, shares his insights on the future of BVOD. With new services being created each year and consumers having more time to watch content, this year's VOD market is thriving. Broadcasters' VOD services viewing has been especially high during lockdown. In this interview with Lucien Brouwer, CMO at RTL Nederland, he takes a look at the future of BVOD and discuss how to stand out from the pack in a competitive market.



### Telenet/SBS, Mediahuis, Proximus/Skynet and Pebble Media jointly set up a national sales house

Telenet/SBS, Mediahuis, Proximus/Skynet and Pebble Media are joining forces and are together creating a national sales house. This unique partnership of local media players aims to provide advertisers with the most creative and efficient solutions to reach their customers, across media types and platforms. A strongly developed data offering will guarantee relevance and effectiveness.



# Trailer released for fast paced and edgy 'ZeroZeroZero', coming to Sky Atlantic and NOW TV in 2021

Sky has released the trailer for 'ZeroZeroZero', the series directed by Stefano Sollima and based on Roberto Saviano's eponymous book and created by Sky Studios. The eight episodes series follows the buyers, sellers and brokers who drive the frenzied and lethal world of international drug trafficking.





## **TF1 Group Climate Strategy**

The TF1 Group has been proactively engaged in reducing its carbon footprint for several years, by cutting direct and indirect CO₂ emissions. TF1 Group approach has achieved media industry recognition, as demonstrated by our inclusion in several non-financial indices like the Dow Jones Sustainability Index.



<u>The Walt Disney Company Surpasses 137M Paid Subscriptions across its Direct-to-Consumer Services, Shattering Previous Guidance and Increases Paid Subscriptions Target to 300-350M by 2024</u>

The Walt Disney Company revealed the ambitious next steps in its global streaming expansion at its 2020 Investor Day, with new details on the future of its direct-to-consumer services Disney+, Hulu and ESPN+, a first look at its upcoming international general entertainment content brand, Star, and previews of an exceptional slate of all-new content.

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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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#### **84 BILLION EURO**

is the annual turnover of the European TV sector.



#### 1 MILLION PEOPLE

work in the audiovisual industry in Europe.



#### 15 BILLION EURO

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



#### 50%

of our revenues are invested back in the creation of audiovisua content.



# 236 MINUTES PER

is the average viewing time of linear TV in the EU (2013).



#### 11,000 TV CHANNELS

are available in Europe, of which 8,270 in the EU 27 (2012).



#### **300 NEWS CHANNELS**

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



#### **320 KIDS CHANNELS**

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