

## What's happening in European Commercial Broadcasting 1-5 February 2021

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.

- [ACT organises an online event on “Tackling Disinformation – A conversation with ‘The Social Dilemma’ team and leading media policymakers”](#)
- [AMC Networks launches SELEKT, a new concept of generalist channel for pay TV](#)
- [Eurosport to deliver the ultimate Australian Open experience to fans in 2021](#)
- [ITV Studios launches new Production Trainee scheme](#)
- [Mediaset ready for the FIFA Club World Cup 2020 kick-off](#)
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- [Sky News nominated for 10 RTS Television Journalism Awards 2021](#)
- [Star Brings Even More Award-Winning Tv Series, Blockbuster Movies, and Exclusive Originals to Disney+ in the UK & Ireland](#)



### [ACT organises an online event on “Tackling Disinformation – A conversation with ‘The Social Dilemma’ team and leading media policymakers”](#)

On 2 March 2021, from 17h30 to 19h, ACT organises an online event on “Tackling Disinformation – A conversation with ‘The Social Dilemma’ team and leading media policymakers”. To register please click [here](#).



### [AMC Networks launches SELEKT, a new concept of generalist channel for pay TV](#)

AMC Networks launches SELEKT in Spain on 4 February, a new concept of a generalist channel for pay TV, with programming designed for all audiences. SELEKT will offer premieres, original productions, greatest hits, exclusive content and simultaneous premieres on a varied schedule structured by slots with the best programmes in cinema, series, documentaries, lifestyle, children and music. SELEKT will be the first channel with a programming strategy designed by artificial intelligence.



### [Eurosport to deliver the ultimate Australian Open experience to fans in 2021](#)

Eurosport's coverage of the Australian Open (8-21 February) in 2021 is set to push the boundaries of sports broadcasting to the limit once more with every angle covered on linear, social media and digital platforms. With more than 300 hours of live, world-class sport available to watch on linear and Eurosport App complemented by comprehensive analysis delivered from the award-winning mixed-reality Cube studio, Eurosport will be the go-to destination for fans looking for their tennis fix.



### **ITV Studios launches new Production Trainee scheme**

ITV Studios has announced a new Production Trainee scheme that will fast-track new and diverse talent into a variety of roles. The scheme will offer 12-month contracts to successful candidates, with mentoring and training as part of ITV's commitment to bring new voices into the industry. The intention is to grow and develop exceptional talent and the scheme aims to attract candidates from backgrounds that are currently underrepresented in the industry, including those from lower-socio economic backgrounds, those from Black, Asian and minority ethnic communities and disabled people.



### **Mediaset ready for the FIFA Club World Cup 2020 kick-off**

Mediaset's "20" will offer "FIFA Club World Cup 2020" matches. The tournament, postponed due to the Covid-19 pandemic, will take place in Qatar from Thursday 4 to Thursday 11 February. The streaming of all matches will be also available on Mediaset's sportmediaset.it website.



### **NENT Group to show UEFA National Team football on Viaplay in Iceland**

Nordic Entertainment Group (NENT Group) will show live UEFA National Team football on its Viaplay streaming service in Iceland commencing from the 2022/23-season. The groundbreaking six-year agreement includes 60 matches with Iceland and a total of more than 1200 matches to be streamed on Viaplay. It is the first time in history, that UEFA enters an exclusive agreement with a streaming company.



### **RTL Group: The battle against fake news**

In the TV Key Facts report, published by RTL AdConnect, Stéphane Gendarme, Director of News at Groupe M6, explains what makes broadcast news the most trusted information source. Fake news, and the danger it poses, has become a growing concern in recent years. But the issue has been brought to a head by the Covid-19 pandemic crisis. People need reliable and trusted information now more than ever, yet it can be hard to find at a time when the number of online news websites and social media content claim to provide it has never been greater.



**Sky News nominated for 10 RTS Television Journalism Awards 2021**

The Royal Television Society has nominated Sky News for a total of 10 awards, including: News Channel of the Year, Breaking News, Current Affairs – International and Scoop of the Year. The prestigious awards will be presented, and the winners and nominees celebrated, on 24 February 2021 on the RTS website.



**Star Brings Even More Award-Winning Tv Series, Blockbuster Movies, and Exclusive Originals to Disney+ in the UK & Ireland**

Disney+ will unveil Star, its new general entertainment brand, inside the Disney+ app on 23 February, bringing a fresh and ever-growing world of TV series, movies and originals to customers. Launching with over 75 TV series, more than 270 movies and a slate of 4 exclusive Star Originals, new titles will be added to the service each month from Disney's creative studios.

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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**

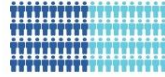
The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters across Europe and beyond. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that 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 audiovisual  
content.



**236 MINUTES PER  
DAY**  
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.