

## What's happening in European Commercial Broadcasting 8-12 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”](#)
- [CANAL+ Group and LFP agreement on audiovisual rights of Ligue 1 Uber Eats and Ligue 2 BKT](#)
- [Eurosport launches ‘Team Talk’ series](#)
- [ITV using pioneering tool to build sustainable design into its video on demand service](#)
- [NENT Group launches first-ever Faroese original drama ‘Trom’](#)
- [Sky News to become founding member of the ‘albert news consortium’](#)
- [Bouygues Telecom and TF1 Group announce the signature of a segmented TV agreement](#)
- [ViacomCBS: PLUTO TV now available in France](#)
- [The Walt Disney Company supports Safer Internet Day 2021 with helpful Tips on how to stay safe online](#)



### [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](#).



### [CANAL+ Group and LFP agreement on audiovisual rights of Ligue 1 Uber Eats and Ligue 2 BKT](#)

CANAL + Group and the Professional Football League (LFP) announce a global agreement concerning the audiovisual rights of Ligue 1 Uber Eats and Ligue 2 BKT for the 2020-2021 season. From the 25th day of Ligue 1 Uber Eats and Ligue 2 BKT, and until the end of the 2020-2021 season, CANAL + Group will have exclusive, live and full audiovisual rights of all Ligue 1 Uber Eats matches and eight out ten Ligue 2 BKT matches.



### [Eurosport launches ‘Team Talk’ series](#)

Eurosport ‘Team Talk’ series offers the latest insights and updates, as well as covering the big trends and developments in sports business. The video series will run throughout the year featuring commentary from leaders across sports business, each episode covering a different topic.



**[ITV using pioneering tool to build sustainable design into its video on demand service](#)**

ITV is using DIMPACT, the pioneering web app that helps the digital media industry map and manage its carbon impacts, to embed sustainability into the technological design process. Following a 12-month pilot phase, where ITV's technology team worked closely with computer science researchers from the University of Bristol, alongside other leading media companies, the DIMPACT web app is now operational with a clear path for further development.



**[NENT Group launches first-ever Faroese original drama 'Trom'](#)**

Nordic Entertainment Group (NENT Group) has launched the first-ever original drama production from the Faroe Islands, the Nordic noir crime series 'Trom'. The internationally renowned Danish actor Ulrich Thomsen ('The Blacklist'; 'The New Pope'; 'The World is Not Enough'; NENT Group's 'Face to Face') will star in the groundbreaking show, which will premiere on NENT Group's Viaplay streaming service in 2022.



**[Sky News to become founding member of the 'albert news consortium'](#)**

Sky News will become one of the founding members of the newly launched 'albert news consortium', a group which has been set up to support the broadcast and production community specifically engaged in news television. The 'albert news consortium' will support Sky achieving its overall ambition to be net zero carbon by 2030.



**[Bouygues Telecom and TF1 Group announce the signature of a segmented TV agreement](#)**

Bouygues Telecom and the TF1 Group have announced that they have signed an agreement enabling advertisers on the group's TV channels to benefit from Bouygues Telecom's data and technological expertise in segmented TV.



**[ViacomCBS: Pluto TV now available in France](#)**

ViacomCBS Networks International announced the official launch of its free ad-supported TV service Pluto TV in France. Currently offering 40 original channels across different genres, Pluto TV offers a vast movie library spanning action, thrillers, romance, comedy, and drama.



**The Walt Disney Company supports Safer Internet Day 2021 with helpful Tips on how to stay safe online**

The Walt Disney Company EMEA, to celebrate #SaferInternetDay on 9<sup>th</sup> February, has worked with Childnet International to bring some helpful advice on internet safety, with the help of Mickey Mouse in a video, giving parents and children top tips on how to stay safe online.

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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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