

## What's happening in European Commercial Broadcasting 15-19 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”](#)
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### [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](#).

### [ePrivacy: Broadcasters welcome the achievement of the Portuguese Presidency on milestone reached](#)

The European broadcasting sector welcomes the adoption by the Council of the EU of a General Approach on the ePrivacy regulation. Ensuring that EU citizens’ data is collected and used safely is a priority for the broadcasting sector, as privacy and the respect of personal data are paramount to retaining viewers’ trust.



### [Launch of CANAL+ LIGUE 1](#)

CANAL+ Groupe launches a brand-new digital channel entirely dedicated to Ligue 1 Uber Eats: CANAL + LIGUE 1. On the new channel, subscribers will find in a single place all the matches of Ligue 1 Uber Eats

live, the live multiplex, the matches of the multiplex, all the programs dedicated to Ligue 1 of CANAL + or CANAL + SPORT and all Ligue 1 topics, reports and interviews.



**[Discovery Inc. and Snap Inc. team up to engage younger generations with the Olympic Games](#)**

Discovery Inc. and Snap Inc. have announced a new content and advertising partnership around the world's greatest sporting event to bring the Olympic Games to a new generation of fans. The collaboration will showcase the best of discovery+ and Eurosport's Olympic Games content and coverage, shared through a new Eurosport Olympics daily Show on Snapchat's Discover platform.



**[ITV Studios exclusively partners with Media Trust to launch the Media Trust & Screenskills' Early-Stage Talent Mentoring Programme 2021](#)**

ITV Studios has exclusively partnered with Media Trust to launch the Media Trust and ScreenSkills' Early-Stage Talent Mentoring Programme. The programme will see 24 early-stage mentees looking to progress their career in behind the camera roles in film and TV matched with industry mentors from across ITV Studios.

**MEDIASET *españa*.**



**[Mediaset España's Mitele, the most viewed Spanish TV platform of 2020](#)**

Mitele has concluded 2020 as the leading online television platform, with 2,976 million video views and an increase of 13% year on year. Mitele has ended the year with 2.5 million unique users on a monthly basis, 2% more than in 2019.



**[NENT Group announces 'What about Monica' as next original production](#)**

Nordic Entertainment Group (NENT Group) will launch Danish coming-of-age thriller 'What about Monica' as its next Viaplay Original. Leading roles are played by upcoming talents Filippa Coster-Waldau and Maja Thiele and the shooting of this eight-part series has just begun in Denmark. 'What about Monica' is set to premiere exclusively on NENT Group's Viaplay streaming service later this year.



**[RTL Group: Productions in extraordinary conditions](#)**

Producing content was a big struggle for broadcasters during the initial part of the coronavirus pandemic. Jörg Graf, CEO of RTL Television in Germany tells how they managed to deliver audiences the best content possible under these extraordinary conditions and assesses the long-term impacts on programme production.



**[Sky announces 'The Flight Attendant' coming to Sky One and NOW TV this March](#)**

Sky has announced the eight-episode limited series 'The Flight Attendant' will air from 19 March on Sky One and NOW TV. 'The Flight Attendant' is a story of how an entire life can change in one night. A flight attendant wakes up in the wrong hotel, in the wrong bed, with a dead man – and no idea what happened.

## **VIACOMCBS**

**[ViacomCBS International Studios \(VIS\) to produce 'Historias Para No Dormir' for Amazon Prime Video and RTVE](#)**

VIS, a division of ViacomCBS Networks International, announced 'Historias Para No Dormir' (Stories To Stay Awake), its new production for Amazon Prime Video and RTVE, commissioned to production company Prointel e Isla Audiovisual, which reboots the iconic horror series by Chicho Ibáñez Serrador.



**[Disney+ Unveils Ambitious New European Originals Slate](#)**

The Walt Disney Company EMEA announced its initial slate of European originals for Disney+, confirming the company's commitment to source, develop and produce original productions in Europe. The first ten projects commissioned for Disney+ are the start of Disney's ambition to commission 50 productions in Europe by 2024. Projects span multiple genres including drama, comedy, sci-fi and documentary, and have been greenlit in France, Italy, Germany and the Netherlands, with a raft of additional projects in development.

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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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