

What's happening in European Commercial Broadcasting 22-26 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.

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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](#).

[ACT Response to the European Commission’s Inception Impact Assessment on political advertising](#)

The paper aims to provide input on the European Commission’s Inception Impact Assessment on its proposal related to political content and outlines the Association of Commercial Television in Europe’s views on political and issue-based advertising.



[Discovery extends Formula E coverage and position at the forefront of the electric motorsport revolution](#)

Discovery has extended its rights to show live coverage of every ABB FIA Formula E World Championship E-Prix following a new agreement with the all-electric racing series. Discovery will utilise its extensive range of free-to-air, pay-tv and digital platforms to support the growth of Formula E in Europe. Live and on-demand coverage will be presented through its leading multi-sport brand, Eurosport, in more than 50 markets, available via its linear and digital channels as well as being introduced on discovery+, to expand the reach of the ABB FIA Formula E World Championship to the widest possible audience.



#ITVKidsCreate is back - with March devoted to children's artwork on the channel

ITV is bringing back 'ITV Kids Create' and calling on kids to get creative this half term, encouraging them to submit artwork of the channel's logo, with a chance for it to be broadcast on the channel's idents. The network had an amazing response from children around the country when the project launched last April, with over 6000 entries. Building on this success, ITV is giving over the whole month of March to the creativity of the nation's kids, this time around combining artwork in idents to create unique designs made by collaboration, allowing over 100 entries to be featured across the month.



Mediaset closes deal for top Champions League matches

Mediaset will continue to provide Italian viewers for three years, until 2024, free viewing on its linear services of the best match of each round of the Champions League, including the Final that will be also available for free online. In addition, Mediaset will also offer each season the viewing of 104 matches in live streaming pay: the matches will be visible on all devices: smart TVs, tablets, PCs and mobile phones. Pier Silvio Berlusconi, Mediaset CEO, stated: "It is a great satisfaction for a listed commercial TV - despite the huge competition on sports rights that now also comes from the new OTT competitors - to be able to offer for free high-quality football to the Italian public. Our viewers will be among the few in Europe to be able to see the best Champions League matches for free, both on TV and online: given the moment of emergency and strong competition with the global giants of the web, this is a real service to the public and an offer of great editorial value".



NENT Group drives sustainable change within the entertainment industry

Nordic Entertainment Group (NENT Group) is among the world's highest performing and most sustainable companies within the streaming industry. NENT Group is the only Nordic company in the entertainment sector to be included in the 'SAM Sustainability Yearbook 2021' and is ranked in the top 15% of entertainment industry companies worldwide. These achievements lead to a more sustainable entertainment business and NENT Group is among the pioneers driving this change.



RTL Group : Authentic insights

The social documentary from UFA Show & Factual has grown to become a strong channel brand for RTL Zwei. RTL Zwei celebrates an anniversary. The first episode of the social documentary produced by UFA Show & Factual was broadcast five years ago. The documentary 'Hartz und herzlich' gives an authentic insight into the lives of people living in poverty and right from the start struck a raw nerve amongst viewers. In 2020 alone, 5.36 million viewers saw at least one of the prime time episodes.



Sky Studios and Gaumont to produce 'The Wasp'

Sky Studios and Gaumont announce The Wasp, the first Sky Original comedy to be produced for Sky Deutschland. The six-part series tells the story of Eddie Frotzke, a fallen professional dart player who, after a prolonged career slump, wants to return to his former glory. With the help of his old buddy Nobbe, also a rusty dart pro but with a strong tendency to alcohol, Eddie wants to find his way back into life and his career, proving that he was not called "The Wasp" for nothing.

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

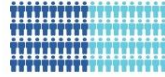
The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters across Europe and beyond. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that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