

What's happening in European Commercial Broadcasting 1-5 March 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 online event on “Tackling Disinformation – A conversation with ‘The Social Dilemma’ team and leading media policymakers”](#)
- [ITV Studios strengthens its global scripted production base as it acquires Apple Tree Productions](#)
- [Mediaset skyrocketed audience share with Life from Mars](#)
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[ACT online event on “Tackling Disinformation – A conversation with ‘The Social Dilemma’ team and leading media policymakers”](#)

On 2 March 2021, ACT organised an online event on “Tackling Disinformation – A conversation with ‘The Social Dilemma’ team and leading media policymakers”. Click [here](#) to watch the recording of the event.



[ITV Studios strengthens its global scripted production base as it acquires Apple Tree Productions](#)

ITV Studios continues to strengthen its global scripted production base as it increases the stake in Danish production company, Apple Tree Productions from 25% to 51%. Since its launch in 2017, Apple Tree Productions has developed high-end drama series for both the Scandinavian market and global streamers. Equinox, a six-part character-driven supernatural thriller, commissioned by Netflix, has now launched on the platform and is available worldwide.



[Mediaset skyrocketed audience share with Life from Mars](#)

The special live broadcast of the Perseverance rover landing on Mars reached a 4.2% share on Focus, Mediaset’s science and technology channel, totalling 1,103,000 viewers with peak of 1.738.00 on the landing moment. This was the sixth live event streamed so far and confirmed Focus as a leading channel to capture audience interest on scientific events.



[NENT Group to launch live action series 'Taylor's Island' on Viaplay](#)

Nordic Entertainment Group (NENT Group) will launch brand new live action series 'Taylor's Island' as its next Viaplay Original. The fast-paced series targets children aged 6-11 and follows Taylor Young, a girl who is fascinated by the secrets surrounding a mysterious island. 'Taylor's Island' will premiere on NENT Group's Viaplay streaming service later in 2021.



[RTL Group's Corporate Responsibility priorities](#)

Based on a corporate responsibility (CR) relevance analysis, Bertelsmann has defined eight CR priorities. RTL Group is continuing to drive forward the expansion of its CR on this basis. Based on the survey results from a recent CR relevance analysis, the Bertelsmann Executive Board has adopted eight priority topics around corporate responsibility. In addition to these priorities for the Bertelsmann Group, the individual divisions set their own priorities. Internal and external RTL Group stakeholders rate the three strategic fields of action of Content Responsibility & Journalistic Independence, Diversity & Inclusion, and Climate Change as particularly relevant for RTL Group.



[Sky receives a record number of nominations at the Royal Television Society Programme Awards 2021](#)

Sky has received a record-breaking 13 nominations at the 2021 Royal Television Society Programme Awards, across all key programme genres, beating its previous best of eight nominations in 2020 and 2019. The winners will be announced during a live-streamed awards ceremony on 16 March at 6.30pm via The Royal Television Society.



[TF1 Group committed to young people during the health crisis](#)

TF1 group is strengthening its mobilization with young people more than ever with the crisis and launches "Discovery Week" which aims to introduce college students to audiovisual professions and behind the scenes of a large media group. Every year, TF1 Group engages with third year students through the #MonStageChezTF1 operation. Due to the health context, the Talent Development Department has offered a new system through three 45-minute conferences per day, allowing many young people to discover the audiovisual professions and behind the scenes of the TF1 group.



[ViacomCBS consumer products and Benetton Group ink global licensing deal](#)

ViacomCBS Consumer Products and Benetton Group have signed a global license agreement, valid from 2021 until the end of 2022, for the design, production and distribution of a first ever Garfield collection for the Undercolors of Benetton brand, based on the iconic feline.



Disney Releases 2020 Corporate Social Responsibility Report

The Walt Disney Company published its annual Corporate Social Responsibility Report, detailing the Company's efforts to operate with integrity and to make a positive impact in society using its unique platform. "We remain deeply committed to doing our part to ensure that in growing our businesses, we are always operating with the utmost integrity, taking care of our people and doing good in our world," said Bob Chapek, Chief Executive Officer.

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

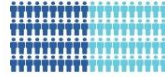
The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters across Europe and beyond. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that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