

# What's happening in European Commercial Broadcasting 22-26 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 organises an online event on The Media and Audiovisual Action Plan: "An Industrial Strategy for Europe's Audiovisual Industry?"
- Extreme E extends UK reach with ITV partnership
- "Water is life: protect it!" launched on Mediaset networks
- NENT Group launches Viaplay in the Baltics
- RTL Group: From Bahnhof Zoo to the world
- Sky News to launch first daily news programme dedicated to climate change and the environment
- TF1 Group offers the first match of the French team in audio description
- Virgin Media's Path Forward: Sustainable Living



ACT organises an online event on The Media and Audiovisual Action Plan: "An Industrial Strategy for Europe's Audiovisual Industry?"

On 22 April 2021, from 15h00 to 16h30, ACT organises an online event on The Media and Audiovisual Action Plan: "An Industrial Strategy for Europe's Audiovisual Industry?", hosted by MEP Melbārde. To register please click here.



## **Extreme E extends UK reach with ITV partnership**

New breakthrough motorsport, Extreme E, has confirmed it will air on ITV, which will broadcast the live racing action, highlights shows and the championship's 20-part magazine programme, Electric Odyssey. In addition, fans will be able to watch live and catch up on demand on Extreme E through the ITV Hub.



## "Water is life: protect it!" launched on Mediaset networks

On 22 March, UN World Water Day, Mediaset launched the initiative "Water is life: protect it!" to raise awareness on responsible use of water. Moreover, the 98-meter-high tower was lit up in green (instead of the corporate blue colour) for the whole day. As stated in the 2019 SDGs Report on achieving the United Nations Sustainability Goals between by 2030, water efficiency in all sectors as well as water scarcity are one of the issues covered in the corporate social responsibility initiative "Mediaset ha a cuore il futuro".





#### **NENT Group launches Viaplay in the Baltics**

Nordic Entertainment Group (NENT Group) has launched its Viaplay streaming service in Estonia, Latvia and Lithuania. Viaplay viewers in the Baltics can enjoy a unique combination of Viaplay Originals, international films and series, and kids' content, with world-class live sports.



#### RTL Group: From Bahnhof Zoo to the world

Fremantle is taking the high-end TV series adaption 'We Children from Bahnhof Zoo' to over 40 countries and territories worldwide. 'We Children from Bahnhof Zoo' is a broader, serial re-imagining of the best-selling autobiography Christiane F. that also inspired the cult film of the same name. Following its launch in Germany the series will be available on Amazon Prime Video in the US, Canada, Australia, New Zealand, United Kingdom, France, Italy, Spain, and Benelux.



## Sky News to launch first daily news programme dedicated to climate change and the environment

On 7 April, Sky News will launch the first daily prime time news show dedicated to climate change. 'The Daily Climate Show' will showcase the work of Sky News correspondents both here and abroad as they investigate how global warming is changing our landscape and changing how we all live our lives. It will also highlight solutions to the crisis and show viewers small changes they can make that will make a big difference.



### TF1 Group offers the first match of the French team in audio description

The TF1 Group further demonstrates its commitment to its policy of including people with disabilities by offering for the first time in the history of the French football team an audio description system in partnership with the French Federation of Football. Blind and visually impaired people have benefit from a specific signal to experience the Ukraine-France match broadcast on 24 March.

## **VIACOMCBS**

## ViacomCBS Paramount + arrives in the Nordics today

ViacomCBS announces that Paramount + will be available via Apple TV channels on the Apple TV app for the first time in the Nordics from today March 25. With more than 6,000 episodes and movies to be released this year, Paramount + will be home to iconic hits from SHOWTIME®, CBS and Paramount Studios, as well as a collection of original Paramount + exclusive movies and high-quality drama series, Nickelodeon and MTV programmes.





#### TELEVISION

## Virgin Media's Path Forward: Sustainable Living

Virgin Media Television is running a week-long campaign across Virgin Media One to help change the way we think about sustainable living. It forms part of Virgin Media's Corporate Responsibility Manifesto of 'Connections for Good' which aims to create meaningful connections for the benefit of viewers and the communities we serve. Virgin Media's sustainability action programme is part of a bigger climate action programme in which Virgin Media has committed to achieving the Low Carbon Pledge with Business in the Community Ireland.

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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.