

What's happening in European Commercial Broadcasting 5-9 April 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 impact of the proposal DSA & DMA on commercial broadcasting'](#)
- [ACT organises an online event on The Media and Audiovisual Action Plan: "An Industrial Strategy for Europe's Audiovisual Industry?"](#)
- [ITV Hub launches ITV2 Comedy Heroes](#)
- [Mediaset's "Io non la bevo" campaign against fake news](#)
- [NENT Group: The honour killing of Fadime new drama series](#)
- [RTL Group: Together for our future](#)
- [Sky Q now gives more control to visually impaired customers](#)
- [Virgin Media Television's Donate for Dementia campaign raises €1 million for The Alzheimer Society of Ireland](#)



[ACT organises an online event on 'The impact of the proposal DSA & DMA on commercial broadcasting'](#)

On 20 April 2021 from 10h00 to 12h00, ACT organises a webinar on the impact of the DSA and DMA proposals on commercial broadcasting, hosted by the Institute of European Media Law (EMR). To register, please click [here](#).

[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 Melbärde. To register please click [here](#).



[ITV Hub launches ITV2 Comedy Heroes](#)

ITV Hub is bringing the biggest laughs to viewers with a new comedy collection of ITV2's funniest shows. The ITV2 Comedy Heroes collection is now available on ITV Hub and includes Series 1-3 of BAFTA-nominated sitcom Plebs plus all three series of the Stand-Up Sketch Show.



Mediaset's "Io non la bevo" campaign against fake news

For two weeks, as of the "Fact-checking day" on 2 April, Mediaset will promote a cross-media campaign "Io non la bevo" (I am not buying it) aimed at raising awareness among users on TV, web, radio and social networks on how to identify and unmask false news. This communication activity, part of the corporate social responsibility initiative "Mediaset ha a cuore il futuro", includes three multi-subject commercials to illustrate Mediaset's ten basic rules to unveil fake news, a quiz on social platforms to advise on the correct interpretation of the news and dedicated programmes on Group's radios and TV channels. An original documentary "Behind the news", produced by Infinity Lab, will be aired on the Focus channel and be available online on the SVOD outlet Infinity.



NENT Group: The honour killing of Fadime new drama series

Nordic Entertainment Group (NENT Group) has launched the Swedish drama series 'Fadime' as its next Viaplay Original. The six-part production tells the tragic real-life story of Fadime Sahindal, who was shot dead in 2002 by her father in a highly publicised 'honour killing' that shook Sweden and the world. 'Fadime' will premiere exclusively on NENT Group's Viaplay streaming service in 2022.



RTL Group: Together for our future

The effects of global warming are becoming, in Germany too, increasingly perceptible. For this reason, RTL and the initiative "Klima vor acht" [Climate coming up on 8pm] are working in close collaboration to bring viewers a regular programme centred around well-founded and at the same time understandable climate reporting. It will be shown in the context of RTL Aktuell. On 22 April, International Earth Day, Maik Meuser will present a "Climate Update".



Sky Q now gives more control to visually impaired customers

Sky Q is introducing Voice Guidance, a new feature that will make the platform more accessible than ever. Rolling out over the next month, Voice Guidance will make navigating the platform's TV guide, menus, Show Centres, collections, and on-screen messages much easier for those with visual impairments.



TELEVISION

[Virgin Media Television's Donate for Dementia campaign raises €1 million for The Alzheimer Society of Ireland](#)

Virgin Media Television's Donate for Dementia fundraising and awareness week has raised €1 million for The Alzheimer Society of Ireland. During the last week of March, Virgin Media Television aired special programming around the disease, which affects half a million Irish families, with one in ten of those diagnosed being under the age of 65.

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

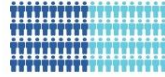
The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters across Europe and beyond. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that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

Unsubscribe

ACT complies with EU privacy rules and is respectful of fundamental rights. This newsletter is sent to you on the basis of legitimate interest. As a stakeholder or interested party in EU media related policy we believe that bringing this information to your attention is of benefit. Should this not be the case and you no longer wish to receive this newsletter, please respond "unsubscribe" to this email.



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.