

What's happening in European Commercial Broadcasting 26-30 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 organised an online event on The Media and Audiovisual Action Plan: “An Industrial Strategy for Europe’s Audiovisual Industry?”](#)
- [Italian producer Cattleya and ITV Studios to launch Spanish scripted label, Cattleya Producciones](#)
- [Mediaset approved 2020 annual report](#)
- [NENT Group and Bundesliga agree historic two-cycle, nine-market deal until 2029](#)
- [RTL Group: “For a colourful audience”](#)
- [Sky secures 24 nominations at the BAFTA Television Awards](#)
- [TF1 Group 2021 First-quarter results](#)



[ACT organised an online event on The Media and Audiovisual Action Plan: “An Industrial Strategy for Europe’s Audiovisual Industry?”](#)

On 22 April 2021, ACT organised an online event on The Media and Audiovisual Action Plan: “An Industrial Strategy for Europe’s Audiovisual Industry?”, hosted by MEP Melbärde. To watch the recording, please click [here](#).



[Italian producer Cattleya and ITV Studios to launch Spanish scripted label, Cattleya Producciones](#)

Italian producer Cattleya, part of ITV Studios, is to launch a new production company in Spain, called Cattleya Producciones. It will be ITV Studios’ first scripted production company in Spain and will specialise in the creation and production of high-end drama for Spain and the global market.



[Mediaset approved 2020 annual report](#)

Mediaset’s Board of Directors, which met on 26 April under the Chairmanship of Fedele Confalonieri, approved the 2020 annual report. In a year characterised by a highly critical economic general scenario and in an increasingly competitive multiplatform landscape, corporate results are much better than expected: Mediaset’s channels managed to improve ratings compared with 2019 and to strengthen the Group’s leadership in the premium target, both in Italy and Spain. Advertising revenues, generated by all of the Group’s sales companies, rose by +6.1% year on year: for Publitalia ’80 this is the third consecutive quarter in which sales have grown, despite a market that continues to be heavily conditioned by the health emergency.



[NENT Group and Bundesliga agree historic two-cycle, nine-market deal until 2029](#)

Nordic Entertainment Group (NENT Group) and Bundesliga International have extended their media rights partnership until 2029 in nine European markets in an historic agreement. Football fans in Sweden, Norway, Denmark, Finland, Iceland, Estonia, Latvia, Lithuania and Poland will be able to follow global superstars and local heroes in the Bundesliga and Bundesliga 2 every week on NENT Group's Viaplay streaming service, along with studio programming and local language commentary.



[RTL Group: "For a colourful audience"](#)

Bernd Reichart, CEO of Mediengruppe RTL Deutschland, talks to Wirtschaftswoche magazine about a change in needs in society, RTL's role in news, growth targets for TV Now, and bundling digital content. Speaking to Wirtschaftswoche, Bernd Reichart explains how RTL is adapting content to the audience's new needs: "RTL is the first choice for mainstream in the best sense – made for a large and colourful audience. We are responding to the increased need for orientation and context with more independent journalism from our recently reorganised news department. And we are focusing on positive entertainment and great, innovative family television."



[Sky secures 24 nominations at the BAFTA Television Awards](#)

Sky has been nominated for a total of 24 British Academy Television Awards and Television Craft Awards. Covering a range of genres, the nominations include three nominations for Sky Original series in the Drama Series category, with nods for I Hate Suzie, Gangs of London and Save Me Too.



[TF1 Group 2021 First-quarter results](#)

The TF1 Board of Directors, chaired by Gilles Pélisson, met on 28 April 2021 to close off the financial statements for the first quarter of 2021: consolidated revenue up 3.2% at €509.8m; broadcasting segment advertising revenue up 0.7% at €344.1m; current operating profit sharply higher at €56.8m (+35.2%) and double-digit current operating margin (11.1%), up 2.6 points.

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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