

# What's happening in European Commercial Broadcasting 10-14 May 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.

- ITV marks Mental Health Awareness Week
- Mediaset's commitment to support tourism sector in Italy
- NENT Group and Formula 1 enter exclusive rights partnership in Poland
- RTL Hungary remained the market leader in the main commercial target group during April
- Joe Marler stars in Sky Sports documentary exploring the matter of Mental Health
- Newen ties a new partnership with Kubik films
- United Media buys rights to broadcast FIBA matches
- Pluto TV and Euronews sign a global partnership



## **ITV marks Mental Health Awareness Week**

ITV marks Mental Health Awareness Week as part of its continuing commitment to get the nation talking and promote mental wellness. Alastair Campbell guest presenting on Good Morning Britain, new Britain Get Talent talking podcast episodes, a special edition of Loose Men, and a special ident created by an artist and a neuroscientist are all part of ITV's plans to get the nation talking and promote mental wellness during Mental Health Awareness Week (10-16 May 2021).



## Mediaset's commitment to support tourism sector in Italy

"We spend holidays in the most beautiful country in the world: ours" is the ad campaign for the Ministry of Tourism that Mediaset will be broadcast from Monday 10 May 2021 on all networks and multimedia platforms to invite to organize summer holidays in Italy and thus support the tourism sector. In the spot, twenty Mediaset's TV stars will celebrate the beauty of traveling in the most fascinating country in the world showing a selfie taken during an Italian vacation. Matteo Cardani, General Manager Marketing of Publitalia, partner of the research "Communicating tourism, for the recovery in Italy and Europe" published by the Research Center on Television and Audiovisuals of the Catholic University of Milan, stated that Italy is the tourist destination preferred by 70% of Europeans and the media sector contributes more than 70% to develop and maintain reputation and attractiveness of Italy's tourist destinations.



# NENT Group and Formula 1 enter exclusive rights partnership in Poland

Nordic Entertainment Group (NENT Group) and Formula 1 have agreed their first media rights partnership in Poland. Starting in 2023, NENT Group's Viaplay streaming service will become the



exclusive Polish home of Formula 1, with extensive and innovative local-language coverage of the world's most popular motorsport competition. The deal extends NENT Group's long-term partnership with Formula 1 to nine European markets.



## RTL Hungary remained the market leader in the main commercial target group during April

After a successful 2020, when RTL Hungary closed the year as market leader with great ratings, the audience ratings have continued to be strong for RTL Group's Hungarian operations in 2021. RTL Hungary, with its portfolio of eight TV channels, retained its market leadership in April. During the month, RTL Hungary had an average monthly audience share of 25.3 per cent in the main commercial target group during prime time, putting it ahead of its main competitor which had an average monthly audience share of 22.9 per cent. RTL Hungary ratings were up 0.4 per cent on March 2021 when its average monthly audience share was 24.9 per cent.



# Joe Marler stars in Sky Sports documentary exploring the matter of Mental Health

Sky Sports has announced a brand new and exclusive Sky Original documentary starring rugby star Joe Marler and takes a look at the different ways people deal with poor mental health. 'Big Boys Don't Cry', which first airs at 4pm on Sky Sports Arena on 12 May – Mental Health Awareness Week in the UK – follows Marler as he travels the UK to open up conversation around mental health challenges and to learn about how people manage with their mental wellbeing, taking the plunge in freshwater swimming and getting involved in singing in a choir along the way.



## Newen ties a new partnership with Kubik films

Newen, a subsidiary of the TF1 group company, is taking a minority stake in Spanish production company Kubik Films, founded in 2016 by talented brothers Alberto and Jorge Sánchez-Cabezudo. The acquisition of a stake in Kubik Films marks the further international development of Newen with a highly creative company. This new deal goes together with an exclusive distribution agreement managed by Newen Connect. Kubik Films is currently developing several series projects for different platforms.



## **United Media buys rights to broadcast FIBA matches**

United Media bought rights to broadcast the International Basketball Federation (FIBA) matches in Serbia, Bosnia and Herzegovina, North Macedonia, Slovenia, Montenegro, Greece, Cyprus and Bulgaria. United Media, which will have those rights for years, operates in all countries in South-Eastern Europe.



# **VIACOMCBS**

## Pluto TV and Euronews sign a global partnership agreement

ViacomCBS-owned streaming service, Pluto TV has signed a global partnership agreement with Euronews with the launch of the Euronews' Spanish language service in the United States. Following its US launch, the partnership also aims to gradually roll out in EU markets. With more than 40 channels, 'Pluto TV en español' will provide its viewers with 20,000 hours of content in Spanish: TV shows, movies, news, culture and sports.

\*\*\*\*\*\*\*\*

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.

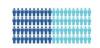
#### Unsubscribe

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.