

What's happening in European Commercial Broadcasting 24-26 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.

- <u>Broadcasters welcome disinformation guidance, call for stronger verifiability, incorporation of DSA in</u> <u>commitments & stress the need for new Code to have input from interested parties</u>
- <u>European Media encourages swift adoption of Digital Markets Act with targeted improvements & a</u> <u>clear focus on gatekeepers</u>
- ITV: 'The Chase' reaches two new territories
- Mediaset launched new platform "Mediaset Infinity"
- NENT Group's Viaplay to show PDC darts in the Netherlands from 2022
- <u>RTL Group: TV productions go "green"</u>
- Sky partners with national art education project, The World Reimagined



Association of Commercial Television in Europe

Broadcasters welcome disinformation guidance, call for stronger verifiability, incorporation of DSA in commitments & stress the need for new Code to have input from interested parties

The Association of Commercial Television in Europe (ACT) welcomes the European Commission's Guidance on the strengthening the Code of Practice on disinformation. The Guidance responds to the "significant shortcomings" identified by the European Commission in its own evaluations, supported by ERGA (European Regulators Group for Audiovisual Media Services) and various civil society and researcher reports.

European Media encourages swift adoption of Digital Markets Act with targeted improvements & a clear focus on gatekeepers

Europe's media sector welcomes the Commission's proposal on the Digital Markets Act (DMA) as a much needed and urgent step towards establishing a fair, balanced and contestable digital market. A combination of lax regulation, harmful and unfair practices by Gatekeepers, and ineffective European competition remedies, means that a handful of global players have used their monopoly positions to become the Gatekeepers to the digital economy.

itv

ITV: 'The Chase' reaches two new territories

ITV Studios' award winning quiz show 'The Chase' is expanding its reach. The format has been commissioned by TV Nova in the Czech Republic and by MEGA Tv in Greece. This brings the territories conquered for the ever-exciting quiz to an impressive total of 17 countries. In the Czech Republic, the show will launch later this year as a daily, to be broadcast on channel Nova. In Greece, The Chase will air early 2022 on MEGA Tv.





Mediaset launched new platform "Mediaset Infinity"

On 26 May 2021 Mediaset announced the launch "Mediaset Infinity", the only platform in Italy that ensures free viewing of Mediaset's best programming and an option of the highest quality cinema and on demand tv series. "Mediaset Infinity" - available on smart TV, on www.mediasetplay.mediaset.it website and through the app "Mediaset Infinity", on smartphone, tablet and videogames devices - includes in its offer a catch up service of the linear programmes, a "digital first" content section, a collection of best series and film for on demand access, and the online streaming of the top 104 UEFA Champions League. Mediaset Infinity represents an innovation for the Italian market and a further boost to Mediaset online content offer.

NENT Group's Viaplay to show PDC darts in the Netherlands from 2022

Nordic Entertainment Group (NENT Group) has secured the exclusive rights to show live Professional Darts Corporation (PDC) darts in the Netherlands on its Viaplay streaming service from 2022. Darts enjoys huge popularity amongst sports viewers in the Netherlands, the home of three-time PDC World Champion Michael van Gerwen and will complement NENT Group's recently acquired Dutch rights to Formula 1[®] and Bundesliga football. Viaplay will launch in the Netherlands in Q1 2022.



RTL Group: TV productions go "green"

With its in-house Green Production Board, Mediengruppe RTL Deutschland has set resource-saving and CO2-saving minimum standards that will apply to in-house and commissioned productions from June 2021. The minimum standards are part of the proclaimed goal of becoming a climate-neutral company by 2030, to which Mediengruppe RTL Deutschland has committed with its parent company Bertelsmann. After the switch to 100% green electricity at all its sites, the introduction of minimum green standards is another milestone in the sustainability strategy.

sky

Sky partners with national art education project, The World Reimagined

Sky has become the Official Presenting Partner of The World Reimagined, a new national art education project that aims to transform people's understanding of the Transatlantic Slave Trade and its impact on all of us. The World Reimagined will bring trails of large globe sculptures to cities across the UK throughout May, June, and July of 2022. The installations of sculptures will be created by artists who will bring to life the reality and impact of the Transatlantic Slave Trade and the installations will be part of a wider learning and engagement programme.



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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