

What's happening in European Commercial Broadcasting 31 May - 4 June 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.

- [Odyssey celebrates World Oceans Day with the premiere of the documentary series 'The Green Wave' and 'Australia: beach rescue'](#)
- ['Eat Them To Defeat Them' Campaign for ITV and Veg Power](#)
- [NENT Group secures top motorsport rights in nine European countries](#)
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- [Critically acclaimed and BAFTA-nominated Sky original 'Breeders' returns for a third series](#)



[Odyssey celebrates World Oceans Day with the premiere of the documentary series 'The Green Wave' and 'Australia: beach rescue'](#)

On the occasion of World Oceans Day (8 June) ODISEA, AMC Networks International TV channel, premieres 'La Ola Verde' and 'Australia: Rescate en la Playa', two documentary series that provide special attention to the current situation in our seas and oceans and highlight the greatest challenges facing society.



['Eat Them To Defeat Them' Campaign for ITV and Veg Power](#)

Celebrities become Evil Veg in Brand New TV Advert to Launch Third Year of 'Eat Them To Defeat Them' Campaign for ITV and Veg Power. 'Prepare for Battle' is the theme of the latest ad in the award-winning campaign from Veg Power and ITV, supported by STV, Channel 4 and Sky and sponsored by an alliance of supermarkets and food brands Campaign is proven to get children eating their greens, driving additional sales of over 500 million portions of vegetables since launch.



[NENT Group secures top motorsport rights in nine European countries](#)

Nordic Entertainment Group (NENT Group) has acquired the media rights to a broad range of world-class motorsport for its Viaplay streaming service in nine European countries. The multi-year agreements include W Series, the world's first all-female motor racing championship, in addition to Ferrari Challenge, DTM and the famous Nürburgring 24 Hours endurance race, and will ensure viewers can follow numerous local drivers live on Viaplay.



RTL Group : Generating action

With its new tool “Résonance”, M6 Publicité will measure engagement of Groupe M6’s programmes and their impact on the lives of the French. Groupe M6’s TV programmes bring rhythm to the daily lives of the French people with their richness and diversity. M6 Publicité, working in collaboration with Ifop (the French Institute on Public Opinion), has launched a new tool to measure engagement with its programmes, enabling a better understanding of the extent to which a programme resonates with viewers, their daily lives, their lifestyles and the way they consume.



Critically acclaimed and BAFTA-nominated Sky original ‘Breeders’ returns for a third series

Sky original ‘Breeders’, the honest and uncompromising comedy about the challenges of parenthood, has been renewed for a third series. Starring Emmy and BAFTA-winning Martin Freeman (Fargo, Sherlock, Black Panther) and International Emmy and BAFTA-nominated Daisy Haggard (Back to Life, Episodes, Black Mirror), the renewal coincides with the launch of the second series on Sky One and streaming service NOW on 27 May. All ten episodes are available on demand.

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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