

What's happening in European Commercial Broadcasting 28 June -1 July 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.

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[Hungary: Broadcasting associations across Europe express dismay at anti-LGBTIQ bill & urge European Commission to open infringement proceedings](#)

Broadcasters across Europe are extremely concerned about the effects and potential precedence of the recently Bill adopted by the Hungarian National Assembly amending the national Acts on Media Services & Mass Media and Advertising. The Bill openly discriminates against LGBTIQ communities and contravenes fundamental rights enshrined in articles 7,9 11, 16 and 21 of the Charter of Fundamental Rights of the European Union (CFR) by way of seeking to ban or limit exposure to LGBTIQ communities and issues in programming and advertising content.



[DARK kicks off the 'DARK-Olympics' with 17 series on demand](#)

DARK, AMC Networks International TV channel dedicated to horror, organised its own 'DARK-Olympics', a real marathon of 17 series pilots that can be enjoyed in full throughout the summer on the on-demand services of the main television operators (Movistar +, Vodafone TV, Orange TV and Grupo Euskaltel).



[ITV launches On Yer Bike](#)

ITV, the channel behind Soccer Aid for UNICEF, announces a brand new one off cycling show, all in the name of charity. On Yer Bike is a co-production between Crackit Productions and Initial TV, in association with Soccer Aid, to help raise money and awareness for UNICEF.



Mediaset's Tgcom24.it first source of online information for Italians

For the third consecutive year, Tgcom24 is the most popular online news portal in Italy, as certified by the Digital News Report of the Reuters Institute for the Study of Journalism. According to the report, Mediaset's all news website has reached 24% of the Italian population every week. Moreover, TGC24 is also leader among all-news TV channels. This achievement confirms the high degree of accuracy generally accorded to Mediaset news: 61% of users deem it trustworthy and reliable.



Leaders in reach and trust

RTL Klub not only has the largest offline reach in Hungary, but it is also the second most trustworthy news source in the country, according to the Reuters Institute Digital News Report 2021. The same report showed that RTL is one of the leading media companies in many countries throughout Europe when it comes to online and offline reach and brand trust.



Sky Documentaries commissions thrilling European Super League documentary with exclusive access

Sky Documentaries announces a Sky Original feature length documentary that will explore one of the most memorable sagas in recent footballing history, the rise and rapid fall of the European Super League (ESL). Produced by award-winning production company, Fulwell 73 (Sunderland 'Til I Die, The Class of 92, I Am Bolt), in association with Sky Studios, the 1x90 minute film will air on Sky Documentaries and streaming service NOW later this year.



ViacomCBS Networks International unveils the first ever connected smart NickWatch by Nickelodeon

ViacomCBS Networks International (VCNI) unveiled the first ever connected smart NickWatch by Nickelodeon at the Mobile World Congress in Barcelona. This new innovative family-centric wearable device offers trusted entertainment and communication features along with innovative technology, developed with VCNI's specialized tech partner. The device will be available for purchase in 2022.

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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