

What's happening in European Commercial Broadcasting 9-13 August 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 launches new on air campaign to highlight Invisible Disabilities](#)
- [NENT Group and independent studio wiip enter multi-market premium content partnership](#)
- [RTL Hungary donates around €70,000 to SOS Children's Villages](#)
- [New Sky Kids original series Obki aims to help children understand climate change](#)
- [ViacomCBS Partners with Sky to Launch Paramount+ in Europe](#)
- [Virgin Media Ireland announces revenue increase of 3% to €224m for the half year to end June 2021](#)



[ITV launches new on air campaign to highlight Invisible Disabilities](#)

ITV launched a new on-air marketing campaign to highlight invisible disabilities, as part of its commitment to help create culture change around disability perception and representation. One in five of us are disabled and this new campaign featuring famous faces powerfully highlights that just because you cannot see it, doesn't mean it's not there.



[NENT Group and independent studio wiip enter multi-market premium content partnership](#)

Nordic Entertainment Group (NENT Group) and US independent studio wiip have agreed a multi-market partnership to bring a range of premium productions from wiip's fast-expanding slate to NENT Group's Viaplay streaming service. The shows will join the Viaplay Original pipeline in the Nordic and Baltic regions, Poland and the Netherlands, and will feature some of Hollywood's biggest names. The first will be 'The Uninhabitable Earth', a climate change anthology series inspired by David Wallace-Wells' globally best-selling book of the same name.



[RTL Hungary donates around €70,000 to SOS Children's Villages](#)

This summer, as a part of its corporate social responsibility programme, RTL Hungary has supported SOS Children's Villages with special fundraising programmes where its viewers donated more than 14.9 million Hungarian Forints (€42,000). RTL Hungary donated an additional 10 million Hungarian Forints (€28,000), making RTL Hungary's total donation to SOS Children's Villages around €70,000.



New Sky Kids original series Obki aims to help children understand climate change

Sky Kids have announced a brand-new Sky Original TV series Obki. The animated series will feature the original character Obki, a loveable alien, on his journey to be a positive force for good on Earth. The show is available now on Sky Kids on demand for customers across the UK and ROI. Airing ahead of COP26, the UN Climate Change Conference later this year, the show will explore issues around climate change in an informative and entertaining way for 5–9-year-old children through Obki’s adventures with his friend, the Orb. This new series is a collaboration with Sky Zero – Sky’s campaign to be net zero carbon by 2030 and commitment to encourage its customers to #GoZero, by using its content and channels to raise awareness of the climate crisis and inspire viewers with actions they can take to protect the planet.



ViacomCBS Partners with Sky to Launch Paramount+ in Europe

ViacomCBS Networks International and Sky announced that Paramount+ will launch on Sky platforms in the UK, Ireland, Italy, Germany, Switzerland and Austria in 2022 as part of a new multi-year distribution agreement that also includes the extended carriage of ViacomCBS’ leading portfolio of pay TV channels and the renewal of Sky as an ad sales partner in select markets.



TELEVISION

Virgin Media Ireland announces revenue increase of 3% to €224m for the half year to end June 2021

Virgin Media Television delivered strong growth with an 18.2% average share of viewing which was a rise of 11% year-on-year and included +4% growth in our younger audiences. All four channels performed strongly across news, current affairs, entertainment and sport while the tv advertising market recovered strongly as national Covid restrictions began to ease.

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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