

What's happening in European Commercial and VOD Broadcasting 4-8 October 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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[Television channels Somos and SELEKT turn to the Spanish Cinema Day with a special program](#)

The television channel dedicated to Spanish cinema Somos and the general channel SELEKT, produced by AMC Networks International, offered throughout 6 October some emblematic titles of the Spanish cinema on the occasion of the celebration of Spanish Cinema Day, in recognition of the patrimonial value of the seventh art.



[Black History Month on ITV](#)

ITV is celebrating Black History Month this October with a new brand campaign, high profile documentaries with leading talent, the return of TV's first comedy panel show about Black History, as well as engaging and awareness-raising strands across ITV's daytime programmes, and curated collections on ITV Hub and BritBox, plus specially commissioned content for digital platforms.



[Publitalia's CEO: 2021 TV advertising investment returning to 2019 level](#)

Stefano Sala, CEO of Publitalia, Mediaset's salehouse, confirmed that in the first half of 2021 TV was above digital in the advertising market: "It is a market that changes alongside innovation in offers, technology and measurements. In the market, including Ott, TV share is back again overtaking digital: 44.9% against 41.1%, while at the end of 2020 we were at

41.5% for TV and 41.9% for digital. Mediaset's robust editorial line and its investments in technological innovation, namely the Mediaset Infinity launch, payed off".



NENT Group closes sale of 12 production labels to Fremantle

Nordic Entertainment Group (NENT Group) has completed the sale of 12 production labels to Fremantle. The sale completes NENT Group's planned divestments of studio assets. The company's remaining studios operations, recently reorganised and rebranded as Viaplay Studios, are focused on delivering original content for its fast-growing Viaplay streaming service. Viaplay will be available in at least 16 countries by the end of 2023.



The driving force behind rapid growth

Following the success of the series Moco Maffia, which received a Televizerring (as previously reported) and two Golden Calf nominations, RTL Nederlands' streaming service Videoland continues to invest in drama. Three new drama series are in development for Videoland.



Introducing 'Big Ideas Live': Sky News brings together experts to discuss the critical topics facing the UK

On Tuesday 12th October in Rotherham, South Yorkshire, Sky News will launch 'Big Ideas Live', the first in a series of live in-person events designed to bring together a diversity of views from around the country in a bid to brainstorm solutions to some of the most pressing problems facing the UK today. The broadcaster's biggest names will be joined by business leaders, industry commentators and political players in an interactive, conference-style setting to explore ideas surrounding the most prominent issues in our society. Each event is designed to address one area of specialism – ranging from Business and Economics, Arts, Climate, Science and Health, and Technology.



The **WALT DISNEY** Company
Europe, Middle East & Africa

Let's Reset: Disney EMEA supports The Film & TV Charity behaviour change campaign to champion better mental health

The Let's Reset campaign launches with the support of the organisations, including The Walt Disney Company EMEA, that make up The Film and TV Charity's mental health Task Force, and other leading bodies and organisations from across the industry, who are pledging to support and amplify a frank and open conversation about the meaningful changes needed to support mental health and wellbeing.

About the Association of Commercial Television and Video on Demand Services in Europe

The Association of Commercial Television and Video on Demand Services 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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