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# What's happening in European Commercial and VOD Broadcasting 18-22 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.

- Broadcasters welcome Parliament MAAP report outlining key orientations for upcoming
  future EC initiatives on audiovisual issues
- ITV announces Climate Action Week plans
- Mediaset's campaign "Food is our future. Do not waste it"
- NENT Group's next international Viaplay Original is 'North Sea Connection'
- RTL Group and Amobee form TechAlliance, a jointly owned sales and services company for the ad-tech solutions of Amobee and Smartclip
- DBK Studios and Sky Studios partner for short films celebrating Black and diverse British talent
- Newen announces the creation of a Diversity and Inclusion Committee
- 2021 MTV EMAs to broadcast live from Hungary

















## Broadcasters welcome Parliament MAAP report outlining key orientations for upcoming & future EC initiatives on audiovisual issues

Broadcasters welcome the adoption by the European Parliament of its report on 'Europe's Media in the Digital Decade: An Action Plan to Support Recovery and Transformation'. In so doing, they express their congratulations to MEP and rapporteur Dace Melbārde.



### **ITV announces Climate Action Week plans**

ITV plans to put the environment front and centre for its viewers during the channel's Climate Action Week, taking place from November 1st alongside the COP26 talks in Glasgow. During Climate Action Week the channel will see a strong range of programming, from topical new commissions to coverage in ITV's live daytime shows, news, current affairs and even quizzes.

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### Mediaset's campaign "Food is our future. Do not waste it"

On the occasion of the World Food day, Mediaset launched a new social campaign aimed at raising awareness on food waste. As of 16 October, three commercials explain the "reverse" path of food: from the waste bin to ours table and back to its origin, also suggesting practical advice to avoid unnecessary waste. It is, once again, an integrated multimedia campaign, run on Mediaset's television and radio networks, as well as on the Groups's web platform and online properties. The food waste awareness campaign will also affect Mediaset's workforce through posters, placemats for trays and dedicated panels in Milan and Rome. "Food is our future" falls within "Mediaset has the future at heart" Corporate social responsibility initiatives, a concrete way to use Mediaset's communications skills for community service.



### **NENT Group's next international Viaplay Original is `North Sea Connection'**

The English-language thriller 'North Sea Connection' will be the next international Viaplay Original from Nordic Entertainment Group (NENT Group). Currently filming in Ireland, the six-part series is headlined by Lydia McGuinness ('Wild Mountain Thyme'), Kerr Logan ('Alias Grace'), Sinéad Cusack ('V for Vendetta'), Alida Morberg ('Black Lake') and Claes Ljungmark ('Borg'). 'North Sea Connection' will premiere on NENT Group's Viaplay streaming service in 2022.



### RTL Group and Amobee form TechAlliance, a jointly owned sales and services company for the ad-tech solutions of Amobee and Smartclip

RTL Group announced a comprehensive cooperation with Amobee to strengthen their adtech businesses in continental Europe. RTL Group and Amobee will establish a jointly owned sales and services company called TechAlliance, which will combine the ad-tech services of Amobee and Smartclip in Europe. The agreement is subject to regulatory approvals and expected to close in the first quarter of 2022.



### <u>DBK Studios and Sky Studios partner for short films celebrating Black and diverse British</u> <u>talent</u>

Sky Studios and DBK Studios announce they are partnering for a series of short films to air on Sky Arts that nurture talent from Black and other diverse backgrounds. The initiative looks to increase and develop the representation of the Black community and empower up and coming creatives to tell their stories from an authentic perspective.

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### Newen announces the creation of a Diversity and Inclusion Committee

During a "Women in leadership" keynote at MIPCOM, Bibiane Godfroid, CEO of the Newen Group, which has been committed to diversity and inclusion for many years, announced the creation of a Diversity & Inclusion Committee. The main mission of this committee will be to coordinate all the Group's initiatives to promote equity, represent diversity and encourage creativity and innovation. Its composition will be announced soon.

### **VIACOMCBS**

### **2021 MTV EMAs to broadcast live from Hungary**

The 2021 MTV Europe Music Awards will take place at the Papp László Budapest Sportaréna in Hungary and broadcast live on MTV channels in 180 countries on 14 November 2021. A global celebration of music for all, this unforgettable night will host performances and appearances by the world's biggest stars.

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#### 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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