

What’s happening in European Commercial and VOD Broadcasting 13-17 December 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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ACT wishes you a Merry Christmas and a Happy New Year 2022!



[European Parliament’s DMA vote paves the way for a future-forward media sector](#)

A broad coalition from the European media sector, including public and commercial broadcasters, radios and the press, applauds the European Parliament’s vote on the Digital Markets Act (“DMA”). The agreement reached by the European Parliament reflects the political vision required to preserve a diverse, vivid and innovative media landscape. In particular, we welcome the Parliament’s commitment to tackle unfair conduct by gatekeepers that harms contestability and fairness in digital markets, and its resolve to provide practical solutions to real world business issues faced by the media sector.



[The DSA should upgrade the responsibility of online platforms, not weaken it, says Creativity Works!](#)

Creativity Works!, a leading European coalition of the creative and cultural industries, sees the Digital Services Act (DSA) as a unique opportunity to ensure a safe, trustworthy and respectful online environment for consumers and businesses alike.



[TgCom24 and Luiss Business School team up to train new TV and audiovisual professionals](#)

The Luiss Business School's Executive Programme in creativity and management of television formats is a highly educational programme that enriches the knowledge and skills for audiovisual professionals, providing them with the necessary tools to bring forward innovation to a constantly evolving sector. The TV programme will focus on everything that is accessible presently on screen, news and entertainment, as well as on the so-called "new media", thus giving an emphasis on the function of cross-media but also between the different platforms.



[Premium Nordic streaming service Viaplay launched in the US on 15 December](#)

The premium Nordic streaming service Viaplay launched in the US on 15 December and offer viewers a unique line-up of top-class Nordic entertainment, including US exclusives of award-winning Viaplay Originals and high-quality acquired films and series from one of the world's most successful creative regions. The service will be initially available on Comcast's entertainment devices, including Xfinity X1, Xfinity Flex and the recently announced XClass TV. Viaplay will be available as an add-on subscription, priced at \$4.99 per month with a seven-day free trial. Viaplay's US launch takes its global footprint to 10 countries, with at least six more set to follow by the end of 2023 at the latest.



[Equality and togetherness](#)

RTL Croatia launched an anti-discrimination awareness campaign to coincide with Human Rights Day. The campaign, entitled "Everyone has the right to non-discrimination", took place on the United Nations Human Rights Day on 10 December 2021. The goal was to raise awareness of the problems faced by certain groups in society and remind Croatian citizens that everyone has the right to life, freedom and security – without discrimination. On this day, all RTL channels in Croatia were branded to mark the campaign, including IPTV channels.



[TF1 Group, Partner of the 'France of Solutions, Creative Nation' initiative](#)

TF1 Group, via its TF1 and LCI channels, supported the 9th edition of the "France of solutions, creative nation" operation, carried by the 'Reporters d'Espoirs' association, which took place on December 15 at the Maison de la Radio and Music. This major event, placed under the sign of creativity and "made in France" solutions, brings together more

than 50 media this year, 800 face-to-face participants and millions of French people all day long in all media and digital media.

VIACOMCBS

VIS Social Impact and El Deseo announce 'Not a Bride' for Paramount+

VIS Social Impact, the cause-driven production division of ViacomCBS International Studios, Pedro Almodóvar's production company El Deseo and Mogambo announced the co-production of new documentary series 'Not a Bride'. The series uncovers common misconceptions around child marriages. To be executive produced and narrated by award-winning Spanish actress Penélope Cruz and written and directed by Dario Troiani, the series (4x30) has been picked up by ViacomCBS' premium streaming service, Paramount+, internationally.

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.