

## What's happening in European Commercial and VOD Broadcasting 4-8 April 2022

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.

- [ACT receives MIP TV SDG Award for its work on online disinformation](#)
- [HISTORY Channel commemorates the 110th anniversary of the sinking of the Titanic](#)
- [Speedway secures new home in Denmark](#)
- [Concert For Ukraine £13.4 million raised from sponsorship, ad revenue, ticket sales and public donations](#)
- [NENT Group publishes 2021 Annual & Sustainability Report and new sustainability strategy](#)
- [Pluto TV goes on Xbox consoles and Windows PCs](#)
- [Sky announces 'M. Son of the Century', a new Sky Original drama series chronicling Benito Mussolini's rise to power](#)
- [French series 'HPI' is a hit with nearly 175 million views in more than 90 territories](#)



### [ACT receives MIP TV SDG Award for its work on online disinformation](#)

On 5 April 2022, ACT was awarded the third annual MIP TV SDG Award. This award recognises ACT's leadership on the issue of online disinformation, promoting trusted news and bringing together media stakeholders to campaign for greater platform responsibility.



### [HISTORY Channel commemorates the 110th anniversary of the sinking of the Titanic](#)

On 14 April 2022, Canal HISTORIA exclusively will premiere three documentaries that commemorate this historic event: 'Titanic: new evidence', 'Titanic: pending accounts' and 'Who sank the Titanic?'. Each of the productions is one hour long and will reveal the viewer all the details surrounding this disaster.



### [Speedway secures new home in Denmark](#)

Discovery Sports Events, the global FIM Speedway Grand Prix promoter, has unveiled its broadcast strategy for fans in Denmark ahead of the 2022 season, which will see coverage brought to the widest possible audience. Fans in Denmark will enjoy more ways to watch their local Speedway GP heroes with digital, payTV and free-to-air access all season revealed.



**[Concert For Ukraine £13.4 million raised from sponsorship, ad revenue, ticket sales and public donations](#)**

The two hour fundraiser event Concert for Ukraine took place, live from the Resorts World Arena Birmingham, and broadcast exclusively on ITV and STV, with some of the biggest names in music and entertainment uniting to spread a message of hope and support and to help raise money for the DEC humanitarian appeal in Ukraine. £13.4million has already been raised from the concert from sponsorship, ad revenue and public donations.



**[NENT Group publishes 2021 Annual & Sustainability Report and new sustainability strategy](#)**

Nordic Entertainment Group (NENT Group) published its 2021 Annual & Sustainability Report. The report presents NENT Group's financial and sustainability performance in 2021, as well as the Group's business strategy and new five-year sustainability strategy, which for the first time includes science-based emission reduction targets (SBTs).



**[Pluto TV goes on Xbox consoles and Windows PCs](#)**

The Paramount free streaming service Pluto TV is now available on Xbox Series X|S, Xbox One, and on PCs with Windows 10 or Windows 11. As a result, its entire library of channels is can be accessed on the Pluto TV app in GSA (Germany, Switzerland, Austria), UK, Italy and Latin America, with the service all being made available in Spain, France, and Nordics in the coming months.



**[Sky announces 'M. Son of the Century', a new Sky Original drama series chronicling Benito Mussolini's rise to power](#)**

Sky announces 'M. Son of the Century' a bold, new, landmark Sky Original drama series based on Antonio Scurati's Premio Strega-winning and international bestselling novel that chronicles the birth of fascism in Italy and the rise to power of Duce Benito Mussolini.



**[French series 'HPI' is a hit with nearly 175 million views in more than 90 territories](#)**

While the first two episodes of season 2 of HPI were unveiled last week in preview during the Series Mania Festival 2022, season 1 is currently breaking records with nearly 175 million views around the world. Broadcast last April on TF1, 'HPI', produced by Newen Connect, is the most watched fiction program by the French in 2021.

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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.