

What's happening in European Commercial and VOD Broadcasting 16-20 September 2024

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

- [A+E Networks EMEA is rebranding its company name to Hearst Networks EMEA](#)
- [ITV release promo for new series of Big Brother](#)
- [Mediaset celebrates the value of diversity and inclusion](#)
- [Paramount's Pluto TV ads suite of FAST news channels](#)
- [A new home for RTL Hungary](#)
- [Sky Arts Brushes Up for Series 11 of Portrait Artist of the Year with stellar line up across screen, stage and arts](#)
- [The Walt Disney Company Makes History with Record-Breaking 60 Emmy® Awards](#)



[A+E Networks EMEA is rebranding its company name to Hearst Networks EMEA](#)

A+E Networks EMEA announced that it has rebranded to Hearst Networks EMEA. The international broadcaster, which operates across the UK, Europe, Middle East, and Africa, is fully owned by Hearst and will now operate under the new name of Hearst Networks EMEA.



[ITV release promo for new series of Big Brother](#)

ITV have released the brand-new marketing promo for the hotly anticipated new series of Big Brother. The promo for the series, which launches on ITV2 and ITVM this October, sees an unlikely breed of new housemates make their way into a miniature reconstruction of last series' Big Brother house. Hosts AJ Odudu and Will Best observe their every move from above as a herd of guinea pigs get to know one another and settle into their new abode.



[Mediaset celebrates the value of diversity and inclusion](#)

"Every story, every voice, every person is unique. That's why we tell them all" is the claim of the new corporate social responsibility initiative run on the Group's television, radio and social media properties as well as on a dedicated website as of September 15. Mediaset acknowledges the importance of contributing to a modern and inclusive society and has always been committed to representing and valuing diversity, ensuring space to a plurality of stories in its programmes. This campaign aims at drawing everyone's attention to the value of diversity in everyday life for a more open and welcoming community.



Paramount’s Pluto TV ads suite of FAST news channels

Paramount’s Pluto TV is launching a collection of FAST channels focusing on global and local news coverage across multiple international markets. CNN International will launch in the UK, Germany, Switzerland and Austria and CNN Fastin UK, Germany, Austria, Switzerland, Canada, France, Italy, and Spain; while Reuters FAST channel is now available in Canada, the UK, and the Nordics.



A new home for RTL Hungary

Modernity meets history and sustainability: RTL Hungary has moved part of its operations to a newly renovated building in downtown Budapest. On 9 September 2024, RTL Hungary officially opened the doors of RTL Liget, the new headquarters of the company surrounded by green space in the Városliget district of Budapest. Colleagues have been gradually moving into the new office space since summer 2024, which now hosts RTL Hungary’s corporate functions as well as a new news studio.



Sky Arts Brushes Up for Series 11 of Portrait Artist of the Year with stellar line up across screen, stage and arts

Palettes prepped and canvases primed, the 11th series of Portrait Artist of the Year is ready to make a splash on Sky Arts, Freeview and NOW. The nation’s favourite art competition returns to the iconic Battersea Arts Centre for its eleventh series on Wednesday 16th October with much-loved host Stephen Mangan.



The Walt Disney Company Makes History with Record-Breaking 60 Emmy® Awards

The Walt Disney Company proudly announces a record-breaking 60 wins for the 76th Emmy® Awards across its content brands, studios, and platforms, including ABC, Disney Branded Television, Disney+, Disney Television Studios (20th Television, 20th Television Animation, and ABC Signature), FX, FX Productions, Hulu, National Geographic, and The Walt Disney Studios (20th Century Studios, Lucasfilm Ltd., and Marvel Studios).

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.