

ACT WELCOMES TV3 GROUP AS NEW MEMBER

BRUSSELS, 13 NOVEMBER 2024. The Association of Commercial Television in Europe and Video on Demand Services in Europe (ACT) is delighted to announce that the General Assembly of Members, meeting as part of an Extraordinary General Assembly today, has unanimously approved the membership application of TV3 Group.

Commenting on the new membership, **Grégoire Polad, ACT Director General**, stated: *"We are delighted that TV3 Group joins the ACT. This addition to our membership further increases our representation of industry players active in Estonia, Lithuania and Latvia. This comes at a decisive point as we enter a new political cycle where all commercial TV and VoD providers need to be mobilised"*.

Christian Anting, CEO of TV3 Group, stated, *"By joining ACT, we're not only amplifying our voice but also standing united with the rest of media companies. We promote equal rights, fair balance and equality to all media market participants. We're eager to contribute to ACT's vision and efforts in shaping a strong and sustainable media landscape"*.

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

The European commercial TV sector is a major success story. We entertain and inform hundreds of millions of EU citizens each week. We are a high growth sector which delivers substantial value to EU citizens, for instance delivering plurality in news provision across the EU and beyond. The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters across Europe. 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. <https://www.acte.be/about-us/>

About TV3 Group

TV3 Group's brands are – TV channels: TV3, TV6, TV3 Plus, TV3 Life, TV3 Mini, TV8, OTV; radio channels: Star FM, Top Radio, Radio Volna and Power Hit Radio; the largest AVOD video portals TV3 Play; news and entertainment portals: tv3.ee, tv3.lv and tv3.lt; the largest OTT platform the Baltics, Go3; thematic & sports TV channels: Go3 Films, Go3 Sport1, Go3 Sport2, Go3 Sport3, Go3 Sport4 and Go3 Sport Open. <https://tv3group.eu/>

Further press enquiries

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