



COMMERCIAL TV & VOD IN EUROPE

ACT represent Europe's commercial broadcasters and their on-demand service companies that both create and distribute trusted news, and much-loved entertainment & sport. Rooted in Europe's economies and cultures, they invest billions every year in European creativity, talent, and growth.

FACTS & FIGURES

A strategic European industry in numbers

€ 120

Billion euro

annual turnover of the audiovisual sector in Europe

1,122

Million people

work in the audiovisual industry in Europe

220

Minutes per day

average viewing time of linear TV in Europe

A sector that reinvests in European content

50%

of our revenue

are reinvested in the creation of audiovisual content

€ 49

Billion euro per year

are reinvested in content by commercial TV & VOD in Europe

A vast and diverse audiovisual ecosystem



3,678

VOD services



13,358

Audiovisual media services



9,680

TV channels



FOSTERING A ROBUST & COMPETITIVE EUROPEAN AUDIOVISUAL INDUSTRY

Our goal is a dynamic legal and regulatory framework for the long-term stability, financial sustainability and growth of the European audiovisual landscape. This means a framework that is fit for purpose and supports both advertising and subscription funded business models; allowing our members to uphold their substantial investments in high-quality content. Enabling our industry - as the driving force of the audiovisual ecosystem - to support high-quality jobs and significantly contribute to the EU's GDP.



CHAMPIONING PLURALISM & INNOVATION THROUGH FAIR COMPETITION

We call for policies that create a fair and modern competitive environment. This means up-to-date competition policy that underpins a thriving and accountable media landscape supporting democracy. Our members should be empowered to maintain their long-term investment in diverse, high-quality professional journalism and entertainment. Our services and content should be easily found by European audiences — particularly when mediated by tech gatekeepers — and on fair terms.



SECURING CREATIVITY & INVESTMENT THROUGH STRONG IP RIGHTS

The EU must preserve and better enforce Intellectual-Property Rights (IPR) and contractual freedom. These principles safeguard investments in European culture and entertainment. Strong IPR protection ensures our members can defend their investment in, and curation of, high-quality content. This includes ensuring AI companies respect rights holders' control over how their content is used and valued. Strong measures are needed for high-quality, diverse entertainment and the future prosperity of Europe's creative and cultural industries.

