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About ACT

The Association of Commercial Television in Europe (ACT) is a trade body for the commercial broadcasting sector in Europe. Formed in 1989, the ACT has 27 member companies active in 37 European countries, operating and distributing several thousand free-to-air and pay-tv channels and new media services.

Contact us:

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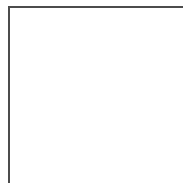
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Media talk with...

Marianne Ostrat, Estonian film producer

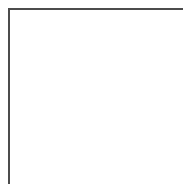


Since 6 May, one of the hottest debates in Brussels is linked to the Digital Single Market. After the official launch of the strategy by the European Commission, the pressure is now put on the European Parliament who is already writing its own report on this. As always, the outcome will not be beneficial for everyone, moreover we fear that in some cases, especially in the case of small EU member states and less-widely spoken languages it may be possibly even detrimental. Therefore, we are sharing the view of an Estonian film producer, **Marianne Ostrat** on these effects with you, in which she is especially focusing on films, videos on demand and the audio-visual sector in general.

[Read more](#)

Latest EU News

AVMS public consultation is open



The European Commission opened the public consultation on AVMS at the beginning of the summer, more precisely on 7 July.

[Read more](#)

ACT reaction to the Reda Report



German Pirate MEP Julia Reda's own initiative report on the Implementation of the Infococ Directive was adopted in the last plenary sitting before the August recess of the European Parliament.

[Read more](#)

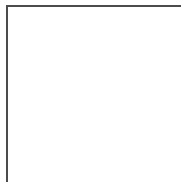
Creativity Works! coalition organises a high level conference on the Future of the Creative & Cultural Industries



The Creative Industries EP intergroup and Creativity Works alliance organised a High-Level Conference about the Creative and Cultural Industries (CCII) on the 23rd June in Brussels.

[Read more](#)

EU week of sport



The second week of September will this year be for the first time reserved for the **European Week of Sport**. The goal is to raise the awareness across Europe that we all need to **#BeActive** and engage more to any sort of physical activity in order to be living a healthier life.

[Read more](#)

Are young people watching TV?



There has been a lot of discussion lately about whether TV is still popular among young people or are they more devoted to their mobile phones and tablets. The **“Truth about Youth”** study – by youth research specialists Platypus, commissioned by Thinkbox was recently conducted for the UK market and it talks about the new attitudes that younger people have towards their video consumption.

[Read more](#)

Members' Newsroom


ITV wins Sustainability and Inspiring Young Talent Award and becomes the first Living Wage broadcaster



ITV's Work [Inspiration scheme](#), which is intended to raise young people's awareness of opportunities within the television industry, were national finalists and regional winners of the Business in the Community's Inspiring Young Talent Award.


[Read more](#)

ProSiebenSat.1 founds global multichannel network, “Collective Studio71”

 Studio71 and Collective Digital Studio (CDS) have recently united under a new umbrella brand, “[Collective Studio71](#)”. With this acquisition ProSiebenSat.1 Group continues to internationalise its online video business.


[Read more](#)

The Romanian news bulletin Observator wins four awards in Cannes, Antena 3 launches its daily news bulletin in English

 RGB News – Observator (Antena 1’s main news bulletin) and Geometry Global Bucharest campaign, that promotes blood donations by showing people how life would literally be without red, **received four awards at Cannes Lions Festival** (Gold at PR Lions and Silver & Bronze in Media Lions, Silver in Promo & Activation). It also received the “Care Awards” distinction from the European Communications Agencies Union.

[Read more](#)

MTG to make major investment in the world’s largest Esports company (ESL) and is currently producing the first Franco-Swedish co-production

 MTG has signed an [agreement](#) to acquire 74% of Turtle Entertainment, the world’s largest esports company that operates under the well-known ESL brand.

[Read more](#)

Atresmedia launches male-focused free to air Mega channel and decides to enrich their web content on family matters

 This season Atresmedia has strengthened its broadcasting services with a brand new channel focused exclusively on men entitled “[Mega](#)” as well as with new web content focused on family matters.

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Sky Launches Pan-European Arts Initiative and teams up with Monument Valley game-

maker for kids TV app



Sky is about to launch a major [initiative](#) to bring the best of the arts to its customers across Italy, Germany, Austria, Ireland and the UK. It will focus on the production of pan-European events that unite an international audience in a unique way and will produce even more top-quality arts programming.

[Read more](#)

Canal + group expands its subscribers interactive experience



The creative innovation division of Canal+ Group recently launched a new service next to the existing **MyCanal**, called **Cube S**, adding the third one in autumn which will be named **SUGGEST**. In this way, the company is adapting to fast changing technology trends and offers extended subscribers' experiences, online and offline.

[Read more](#)

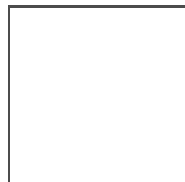
Colourful, entertaining and informative



In April 2015, RTL Group published its Annual Report 2014. Committed to meeting the changing needs of its audience, in addition to the print version, RTL Group's Annual Report is now also available as a fully interactive online report, allowing readers to interact directly with its content and access it anytime, anywhere.

[Read more](#)

ANTENNA Group expands to the South Eastern Europe and increase its presence in Greece



ANTENNA Group, has strengthened its position in the market thanks to the acquirement of the B92 assets which broadcast in South Eastern Europe. ANT1TV, member of the ANTENNA Group, has finished this season with the most complete programme of recent years and it has secured exclusive rights for this season's Eurobasket.

[Read more](#)

TVI Player – The television of the future in Portugal




TVI, the leading FTA TV channel in Portugal, launched TVI Player – www.tviplayer.iol.pt – a platform that allows viewers to watch TVI's channels and programmes whenever and

wherever they are, whether in Portugal or abroad.

[Read more](#)

Mediaset signs strategic agreements for multiplatform distribution

 Mediaset has finalised a series of contracts to make its offer available on different platforms proving the quality and attractiveness of Mediaset's exclusive content.

[Read more](#)

ACT members

