



Issue #13

28 January 2016



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:

pc@acte.be

Follow us:

[@act_eu](https://twitter.com/act_eu)

www.acte.be

Members' Newsroom

Mediaset QuoVado? and The Little Prince seen by 12 Million Italians this year



Among the four latest Mediaset movie productions, two have already made it to the top of the box office in 2016: "QuoVado?" (Checco Zalone) attracted 9 million viewers and "The Little Prince" (Il Piccolo Principe) - the result of a successful international co-production - with 1.3 million viewers.

Read [more](#)

Digital technology has turned the media industry upside down



Anke Schäferkordt, CEO of Mediengruppe RTL Deutschland and Co-CEO of RTL Group recently spoke about how the advent of digital technology is changing the media industry around the world. She said that the spread of digital technology has been more a case of evolution than of revolution and explained the trends linked to the increased consumption of non-linear and shorter video content. She also emphasised that traditional TV channels are competing with other brands on smart TVs and that that is the main reason for regulation to create a level playing field characterised by faire rules applying to all providers.

Read [more](#)

Behind the scenes on the making of Sky Q



Sky will soon launch its new product called Sky Q which aims to reinvent how people watch TV all over again. The plan is to make the

viewer enjoy all those great shows, sports, and movies from Sky across all the screens and being able to pause in one room, and carry on in another, or even on your Tablet. For the first time it will also be possible to take the recordings with you as well. As it is considered to be the world's best TV viewing experience, we invite you to take a look behind the scenes on its making.

Read [more](#)

Viacom to decode complex millennial language



Viacom has helped define culture for decades, and by joining forces with technology platform Canvs, partners will be helping their advertisers understand their audiences with a level of nuance and speed that has not been previously possible. Canvs measures and interprets emotionality in language and is able to decipher millennial jargon and translate words that have double meaning. According to Viacom Velocity's VP, Lydia Daly, Viacom's Echo Social Graph has already been providing clients a unique advantage in measuring social media campaigns by mining data on five social media platforms, whereas the new partnership will help ensure delivering brand messages with maximum effectiveness.

Read [more](#)

ACT members

