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Members' Newsroom

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CANAL+ exclusive media partner for Cannes

CANAL+ has renewed and strengthened their partnership for the next five years. With this new agreement, CANAL+ will be the exclusive broadcaster of next opening and closing ceremonies of the Cannes Film Festival. In 2017, the Festival is celebrating its 70th anniversary.

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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:

pc@acte.be

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CANALSAT and AMC Networks International -UK launch the Sundance Channel

CANALSAT, which is the largest pay-TV operator in France, will in this way make the Sundance Channel accessible to the greatest number. As Jean-Marc Juramie put it, "Itis a beautiful brand for independent film and our subscribers who are movie buffs". It was launched last week on 9 February.

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ITV's in-depth study on unique relationship between TV content and viewers

Called ITV Primal Screen, the study explores the power of the content/consumer relationship. It's based on a massive research project, covering in-home qualitative interviews, a quantitative panel of 3000 viewers, a semiotics analysis of the channel programming and brands. It covered 3 things: why we have this primal need to bond, how TV content connects us and what makes this so powerful for advertisers. At the Mediatel Research Awards 2016, ITV won an Excellence in Research Presentation award for this.

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MTG Sweden launching new sport channel

MTG Sweden is launching a new sport channel in April 2016 called TV3 Sport. It will feature Champions League, La Liga, Serie A, NHL and NFL. More information will follow soon.



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