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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.

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Members' Newsroom

ITV responds to TV's so called advertising wastage



Speaking at the Connected TV World Summit, Simon Daghish, ITV's Deputy Managing Director, Commercial defended the crucial importance of television for brand building and said that he can't think of a single brand being built solely in an online environment. He added that, *"There is still an effect in having a single ad reach a mass audience all at the same time, and that is what linear TV does so brilliantly"*.

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RTL Group voted most attractive employer



RTL Group was voted most attractive employer in Luxembourg last week and received the first prize of the Randstad Awards 2016 for a third consecutive year. The results are based on an online survey conducted by independent research company ICMA of the 40 largest companies in Luxembourg.

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Sky launching new Kids app today



The app will offer a fun and safe way for pre-schoolers to nine year olds to enjoy the widest range of the most popular kids TV programmes. The app features thousands of episodes of kids shows, including 16 of the 20 highest-rated shows, available to watch whenever and wherever. Hundreds of children and their parents have been involved in the development in order to create an app that kids will love, supported by safety features that parents need. It will allow multiple age-appropriate profiles to be created and personalised and

later this year upgraded with a sleep mode setting that gives parents the ability to limit viewing time.

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Viacom asks adults around the world how they feel about movies



A recent Viacom International study surveyed over 12,000 people between 18 and 49 across 21 countries. Virtually all adults 18 to 49 globally enjoy watching movies and when it comes to fun, movies are top choice. 83% of respondents say movies are among their favorite forms of entertainment with comedy and action being the most popular genres.

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ACT members

