



Issue # 31
16 June 2016

Members' Newsroom



Atresmedia sets out social commitments



Atresmedia contributes, through its social commitments, to generate a positive impact on society. The strategy consists of three main lines of action: put the media group activities to the service of civil society, collaborate with NGOs and support children and young people through the work of the Atresmedia Foundation.

Read [more](#)

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

ITV article: TV – A weapon of mass consumption



In this article written for the 2016 Connected Consumer Conference 2016, Kelly Williams, ITV's commercial Managing Director, highlights the importance of TV as a mass media that is adapting to the future better than most industries.

Read [more](#)

Today, TV Stands For 'Total Video'



Bertelsmann Management Meeting 2016: Anke Schäferkordt and Guillaume de Posch talk of the rapidly changing TV business environment. Anke Schäferkordt emphasises that 'TV' now stands for 'Total Video' and focuses on the two strategic priorities of the RTL Group "Digital Transformation" and "Strengthening the Core". According to Guillaume De Posch, RTL Group has significantly advanced the expansion of its online video business over

the past few years, particularly aiming at young viewers. In total, all RTL Group companies produced +800 hours of original content for digital platforms last year.

Read [more](#)

Sky named as one of top 10 Green Companies in the World



Sky has been named one of the Top 10 Green Companies in the World in [Newsweek's Green Rankings 2016](#). The award recognises Sky's commitments to reduce its environmental impact.

Read [more](#)

[Sky wins Bundesliga contract through to 2021](#)

Sky Deutschland is and will remain the home of the Bundesliga. From season 2017/18 to season 2020/21, Sky will broadcast live 572 Bundesliga games distributed on all platforms (satellite, cable, IPTV, Web and Mobile).

Read [more](#)

ACT members

