

What's happening in European Commercial Broadcasting 15-19 June 2020

Policy & business developments go hand in hand. This quick snapshot is designed to help EU media stakeholders to keep up with the innovative world of commercial broadcasting.

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[Joint Press Statement: Sounding Board Members react to EC Communication on disinformation and call for stronger measures in light of infodemic](#)

The Members of the Sounding Board of the Multistakeholder Forum on disinformation online (representatives of the media, civil society, journalists and academia) thank the European Commission for highlighting the crucial role of free and independent media, journalists and academia in the fight against online disinformation during the Covid-19 crisis. The undersigned are alarmed by the rise in online disinformation during the pandemic and call for much stronger measures to apply to the Platforms that are co-signatories of the Code of Practice.

*MEDIASET*españa.



[Mediaset España launches 'Valor Mediaset'](#)

In occasion of the World Environment Day, Mediaset España inaugurates 'Valor Mediaset' Initiative with the campaign #PorUnFuturoConAgua in cooperation with Finish, Bosch, National Geographic and IDAEA (Instituto de Diagnóstico Ambiental y Estudios del agua) to raise awareness on responsible use of water and hence to promote a change in people habits. 'Valor Mediaset' is aimed at supporting brand clients to build and transfer their actions of social responsibility.



[NENT Group creates 'Dystopia' as latest original production](#)

The next original production from Nordic Entertainment Group (NENT Group) is the Swedish horror series 'Dystopia'. A chilling tale of supernatural powers unleashed by post-apocalyptic roleplay in the Swedish forests, 'Dystopia' features a star cast of new Nordic talents and will premiere exclusively across the region on NENT Group's Viaplay streaming service in 2021.



[RTL Group: Sing meinen Song feeds the hungry](#)

The RTL 'Wir helfen Kindern e.V. Foundation' (We help children) together with many former 'Sing meinen Song' participants and Vox, decided to support township residents affected by coronavirus restrictions on-location in South Africa. While the RTL Foundation is providing €40,000 in immediate aid to fund meals for the families, ads shown during the Vox program are calling for donations.



[Sky's 2019 Bigger Picture Impact Report](#)

Sky has published its annual social and environmental impact report highlighting the progress it has made in 2019 and setting out its Bigger Picture ambitions for 2020 and beyond. The publication of the report comes as Sky announces a landmark commitment toward its ambition to be net zero carbon by 2030, with all its Sky Originals from 2019 on, now certified CarbonNeutral® in the UK.

Would you like more information and/or discuss the above with a company/ACT representative?

Please contact us by responding to this email or call ACT and request Paola Colasanti on +32 2 736 00 52. See you next week for more great news from the world of commercial broadcasting.

About the Association of Commercial Television in Europe

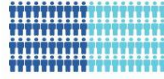
The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters across Europe and beyond. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that the healthy and sustainable commercial broadcasting sector has an important role to play in the European economy, society and culture. Our role is to protect and to promote the interests of the European private broadcasters. We engage with the EU institutions to achieve a balanced and appropriate regulatory framework which will encourage further investment and growth in our sector. This will allow the commercial audiovisual industry to continue to do what we do best – getting great content to viewers.

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84 BILLION EURO
is the annual turnover of
the European TV sector.



1 MILLION PEOPLE
work in the audiovisual
industry in Europe.



15 BILLION EURO
are invested, per year, in
content by Europe's
largest commercial
broadcasters.



50%
of our revenues are
invested back in the
creation of audiovisual
content.



**236 MINUTES PER
DAY**
is the average viewing
time of linear TV in the EU
(2013).



11,000 TV CHANNELS
are available in Europe, of
which 8,270 in the EU 27
(2012).



300 NEWS CHANNELS
are available in Europe.
More than 80% of them
are privately owned.



320 KIDS CHANNELS
are established in Europe,
of which almost 300 are
private.