

What's happening in European Commercial Broadcasting 30 March - 3 April 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.

- AMC Networks International Southern Europe and Orange TV launch on-demand service AMC Selekt
- The UK's PSB broadcasters call on Government to work with them to support freelancers
- MEDIAFRIENDS delivers initial transfer to civil protection
- RTL Group: #WeWillMakeItTogether
- Code 404, a Sky original comedy, launches on Sky One and NOW TV on 29 April
- TF1 Group supports the 'Nation Apprenante' (Learning Nation) campaign
- <u>United Group Provides USD 3 million in COVID 19 Assistance for Countries in Southeast</u> Europe



AMC Networks International Southern Europe and Orange TV launch on-demand service AMC Selekt

AMC Networks International Southern Europe and Orange TV launch on-demand service AMC Selekt. AMC Selekt offers a wide range of movies, series, documentaries, lifestyle, children's and music on demand from 10 thematic channels of AMC Networks International Southern Europe.



The UK's PSB broadcasters call on Government to work with them to support freelancers

ITV, BBC, Channel 4, Channel 5, S4C, UK's public service broadcasters, have come together to ask the Government to work with them to support freelancers working in the broadcasting industry during this unprecedented period. In a joint letter to the Chancellor signed by all the PSB, the broadcasters highlight the value of freelancers to the success of the UK's Creative Industries and urge the Government "to provide a package of support to freelancers".



MEDIAFRIENDS delivers initial transfer to civil protection

To contribute to the emergency needs of the Italian Civil Protection Department, on 19 March 2020 Mediafriends, a non-profit organization supported by Mediaset, opened a fund raising initiative



«Aiutiamo chi ci aiuta». Thanks to the viewers' prompt response and to Mediaset's initial € 1 million donation, on 30 March a transfer of € 1,771,921, has been delivered to purchase medical-surgical devices necessary to combat COVID19 in Intensive Care Units all over Italy.



RTL Group: #WeWillMakeItTogether

RTL Hungary launches a campaign to pay tribute to those on the frontline against coronavirus. RTL Hungary also thanks all the doctors, nurses, and pharmacists who are doing their jobs on the frontline and is also grateful for all the policemen, shop assistants, soldiers, transport drivers and everybody who is making huge efforts to keep the country going. Not to mention the teachers, who transformed classroom education to digital within days. Through this campaign, RTL Hungary pays tribute to the journalists, including our colleagues, who keep on delivering credible news about the situation day after day.



Code 404, a Sky original comedy, launches on Sky One and NOW TV on 29 April

Sky has confirmed that new original comedy, Code 404, starring Stephen Graham, Daniel Mays and Anna Maxwell Martin will air on Sky One and streaming service NOW TV, with all episodes available from Wednesday 29 April.



TF1 Group supports the 'Nation Apprenante' (Learning Nation) campaign

TF1 Group supports the Ministry of National Education and Youth's "Nation Apprenante" campaign with programmes screened on the Ushuaïa TV and Histoire TV channels, accompanied by an offer accessible on the MYTF1 platform.



<u>United Group Provides USD 3 million in COVID 19 Assistance for Countries in Southeast</u> Europe

United Group is donating medical equipment and funds totaling USD 3 million in all the countries where it operates – Serbia, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and North Macedonia – as well as in Bulgaria, where it is awaiting regulatory approval for the acquisition of Vivacom. To support all the people which are currently bound to stay at home, United Group has also provided free additional content across all of its platforms in the entire region.



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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