

What's happening in European Commercial Broadcasting 29 June - 3 July 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.

- AVMSD Guidelines: Broadcasters welcome VSP approach, lament thresholds eroding media pluralism
- Statement by ABBRO, ACT, AER, VÖP and VAUNET on the Audiovisual and Media Action Plan
- SundanceTV commemorates LGBTIQ Pride Day with special programming for movies, series and documentaries
- CANAL+ Group launches CANAL+ PRO, its new press area for journalists
- ITV joins NHS birthday celebrations in epic pause for applause moment
- Mediaset: Tgcom24 launches 'News on demand'
- NENT Group's esports comedy 'Try Hard' is next original Danish series
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- <u>Trailer released for Brave New World, a Sky original, coming this autumn to Sky One and NOW TV</u>



AVMSD Guidelines: Broadcasters welcome VSP approach, lament thresholds eroding media pluralism

In June 2018, the Association of Commercial Television in Europe issued a press release following the conclusion of the AVMSD review. In this statement, commercial broadcasters recalled their leading role in the financing, dissemination and development of European original content, including news and current affairs. These investments in high-quality content and editorial independence should not be taken for granted. They are essential, and more than ever required, in times where trust and accuracy are in short supply online and Europeans turn to trusted television news for independent and fact checked information. Read press release attached.









Statement by ABBRO, ACT, AER, VÖP and VAUNET on the Audiovisual and Media Action Plan

ABBRO, ACT, AER, VÖP and Vaunet have warmly welcomed the Media and Audio-visual Action Plan announced by Commissioner Breton during his parliamentary hearing in 2019. The Digital Strategy of the European Commission confirmed that a Media and Audio-visual Action Plan would support digital transformation and competitiveness of the audio-visual and media sector and stimulate access to quality content and media pluralism. Today, in the context of the coronavirus crisis and its recovery, such an action plan taking into consideration the needs of the sector is more than ever needed. The entire value chain of the radio and TV sector constitute a strategic industrial sector, essential for the recovery of the European Union. Read full statement attached.



AMC NETWORKS.

<u>SundanceTV commemorates LGBTIQ Pride Day with special programming for movies, series</u> and documentaries

On 28 June, SundanceTV joined the LGBTIQ International Pride Day with a great film, series and documentary special titled 'Over the Rainbow', inspired by the iconic verse of Judy Garland, a hymn of the movement. The date commemorates the Stonewall protests that began on June 28, 1969 in New York and that were the catalyst for the defense of LGTBIQ rights.



CANAL + Group launches CANAL + PRO, its new press area fro journalists

Simpler, faster, more user-friendly, CANAL + PRO is the new press space of the CANAL + Group, intended for media professionals. It has been completely redesigned to provide users a smoother navigation tool and an easier access to weekly program information from the group's channels.



ITV joins NHS birthday celebrations in epic pause for applause moment

As the NHS celebrates its 72nd birthday, ITV and STV will pause its transmission at 5pm on Sunday 5 July to celebrate the heroic efforts of key workers across the UK, and everyone who's been staying at home to help in the effort against coronavirus. In this special moment of national thanks, programming will be temporarily suspended to encourage people up and down the country to assemble for what is being described as the 'biggest and loudest' Clap for Carers gathering.



Mediaset: Tgcom24 launches 'News on demand'

Tgcom24 becomes even more interactive and launches a new section 'News on demand'. Available on the TgcomLab, Tgcom24's section dedicated to economics, 'News on demand' will broaden Tgcom24 free information offer by putting the readers and viewers at the centre of the news making process on topics they are most interested in hence making complex economic and financial issues easier to understand.





NENT Group's esports comedy 'Try Hard' is next original Danish series

The Danish esports-focused series 'Try Hard' is the next original production from Nordic Entertainment Group (NENT Group). Created by Danish director and artist Anders Morgenthaler ('Princess') with Allan Hyde ('True Blood'), the eight-episode comedy tells the story of the increasingly questionable efforts of five young gamers to break into the international esports scene. 'Try Hard' will premiere exclusively across the Nordic region on NENT Group's Viaplay streaming service in autumn 2020.



RTL Group: A pandemic story

Global producer and distributor Fremantle, Richard Brown's production company Passenger and Revolution Films are partnering on a real-life drama series about an extraordinary period in the life of UK Prime Minister Boris Johnson, his government and his country. Set against the backdrop of the global pandemic, which sparked an unprecedented health emergency in the UK, the series will tell the true story of the biggest national and personal crisis to face a government leader since World War II.



<u>Trailer released for 'Brave New World', a Sky original, coming this autumn to Sky One and NOW TV</u>

Sky released the trailer for 'Brave New World', a Sky original, coming this autumn to Sky One and streaming service NOW TV. Based on Aldous Huxley's groundbreaking 1932 novel, 'Brave New World' imagines a Utopian society that has achieved peace and stability through the prohibition of monogamy, privacy, money, family, and history itself.

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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