

What's happening in European Commercial Broadcasting 4-8 May 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 won 9 statuettes at the New York Festivals
 TV & Film Awards
- Eurosport and Global Cycling Network to be exclusive broadcast partners of Zwift 'Tour for All' professional race series
- Euro 96 Relived on ITV Hub and ITV4
- Mediaset acquired the rights of Daydreamer
- Viasat Consumer and Canal Digital merger completed
- Sky announces SME100, a £1 million AdSmart SME Support Scheme

AMC NETWORKS.

AMC Networks International Southern Europe won 9 statuettes at the New York Festivals TV & Film Awards

AMC Networks International Southern Europe (AMCNISE) won 9 awards at the 2020 New York Festivals TV & Film Awards. DARK, AMCNISE horror dedicated channel, won 8 statuettes, while the documentary channel *Odisea* won the highest design award, the gold for Best Brand Image



<u>Eurosport and Global Cycling Network to be exclusive broadcast partners of Zwift 'Tour for All' professional race series</u>

Eurosport and Global Cycling Network are proud to be bringing live cycling back to millions of sports fans through the Zwift's 'Tour for All' exhibition racing series, a professional racing tour to be held on the Zwift virtual platform over five stages raced May 4-8th, 2020.



Euro 96 Relived on ITV Hub and ITV4

With Euro 2020 postponed for twelve months, the ITV Hub has raided its archives to provide football fans with a slice of sports nostalgia as the platform unearths every match from 1996's tournament, hosted in England, for Euro 96 Relived. Airing from 11 May, ITV Hub takes a trip down sporting memory lane and will transmit all 31 games from one of the most closely contested tournaments in recent history.





Mediaset acquired the rights of Daydreamer

Mediaset and Global Agency have reached an agreement for the Daydreamer series. After the recent success of Bitter Sweet, Mediaset acquired the Italian rights for the series that will debut on Mediaset's flagship channel Canale 5 in the coming months.



Viasat Consumer and Canal Digital merger completed

The previously announced combination of Viasat Consumer, Nordic Entertainment Group (NENT Group)'s satellite pay-TV and broadband-TV business, with Canal Digital, Telenor Group's satellite pay-TV business, into a new joint venture company has been completed. The combination was approved by the European Commission on 30 April.



Sky announces SME100, a £1 million AdSmart SME Support Scheme

Sky Media, the advertising sales arm of Sky, launches its AdSmart SME support scheme, the SME100. The £1 million fund will provide 100 businesses with TV advertising campaigns via AdSmart to support them during the difficult times.



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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