

What's happening in European Commercial Broadcasting 6-10 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.

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[AMC Networks International Southern Europe and NOS launch 'Casa e Cozinha', a new channel in Portugal](#)

AMC Networks International Southern Europe (AMCNISE) launches Casa e Cozinha, its first lifestyle channel in Portuguese. The new channel is produced by Dreamia, a joint venture of AMCNISE and NOS, the leading operator in the pay TV market in Portugal. The channel will broadcast more than 300 hours of new programming.



[ITV looks to support indie sector during lockdown with £500k development fund](#)

ITV's Director of Television, Kevin Lygo, today announced the creation of a £500k development fund targeted at the independent sector to help producers during the crisis. The fund is designed to accelerate the search for new ideas and content for the channel to play in the later part of 2020 and in 2021.



Mediaset: Publitalia '80 acquires Beintoo and strengthens its ad-tech strategy

Mediaset's sales house Publitalia 80 has acquired Beintoo, an Italian company in the field of data driven technologies for marketing & communication. The acquisition will strengthen its ad-tech capabilities and enable a sophisticated addressable advertising strategy. "The collaboration with Beintoo" stated Paola Colombo, General Manager Adtech & Business Development Publitalia '80 "will allow us to rely on advanced tools in order to identify the best strategies for the campaigns and to make us even more effective and efficient both vis-à-vis our viewers, who will receive messages increasingly linked to their interests and passions, and our advertising clients, who will have the opportunity to maximise their return on investment by addressing their messages only to targeted consumers".



NENT Group publishes Annual & Sustainability Report 2019

Nordic Entertainment Group (NENT Group) has published its first Annual & Sustainability Report. The report details NENT Group's financial and sustainability performance in 2019, alongside the company's strategy, values, market positions and competitive advantages. Anders Jensen, NENT Group President and CEO: "We are here not just to make money, but to make a positive and lasting impact on the societies in which we live and work. Our business and sustainability activities are fully integrated, and so is our financial and sustainability reporting. Our vision is a bold one, and we made substantial progress towards our goals in 2019. We are just getting started! Today, society and business are facing significant challenges, and our purpose – to tell stories, touch lives and expand worlds – has never been more relevant."

Special Viaplay offers

NENT Group recognizes heroes working to help others in these difficult times, donating special Viaplay subscriptions offer: 20,000 3-month subscriptions to give away to people in all Nordic countries. The subscriptions are distributed via organisations helping vulnerable groups who are experiencing severe limitations due to COVID-19 (e.g., the elderly, kids with serious illnesses) and organisations/companies/initiatives representing the heroes of COVID-19 (e.g., healthcare workers, people helping neighbours with shopping).



RTL Group: Clear, understandable, professional

Journalists and RTL info news teams are rising to the unprecedented COVID-19 challenge. Belgians are watching more linear TV (up by 18 minutes a day for the main channel RTL-TVI, compared to the pre-lockdown period), with news programmes doing especially well. Digital too is proving a big hit.



TF1 Group mobilises to support French people and to showcase everyday heroes

TF1 Group's priorities are to inform people about the evolving health crisis, support the amazing efforts of key workers, warn about risks, raise awareness about social distancing, encourage mutual support and share positive vibes. All of TF1 Group's channels carry daily awareness ads and appeals

for donations to the French Red Cross and Fondation de France. TF1 Group is also supporting the Paris and French Hospitals Foundations through a video appeal for donations that is being rolled out on a massive scale across all media.



UNITED
M E D I A

UNITED MEDIA: TV NOVA S marks first birthday

NOVA S went on air March 25 2019 with an exclusive, the first game of the EURO 2020 qualifications. Viewers recognised the quality programme offer - anchor shows, series, movies, news and sports. The channel has since become one of the top five favourites among Serbia Broadband (SBB) cable network users.



ViacomCBS and beIN MEDIA GROUP Complete MIRAMAX Transaction

ViacomCBS Inc and beIN MEDIA GROUP announced the closing of the previously announced MIRAMAX transaction. ViacomCBS has acquired a 49% stake in MIRAMAX, the global film and television studio, while beIN retains a 51% stake in the company. MIRAMAX's current leadership team will continue in their existing roles.



TELEVISION

New channels on Virgin TV

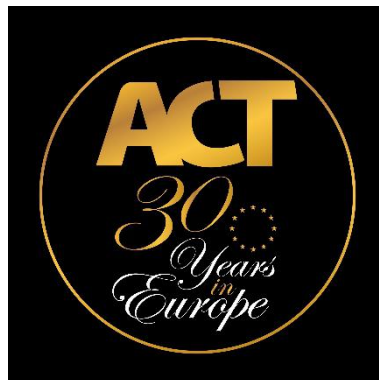
Virgin Media will be giving its TV customers 18 of its most popular entertainment channels at no extra cost until May 2 2020. This follows Virgin Media's decision to give its TV customers free access to a number of top kids channels.



The **WALT DISNEY** Company
Europe, Middle East & Africa

Disney Germany Created A Magical Moment That Mattered, Granting A Special Frozen Wish For Seriously Ill Lilly-Jane

Disney Germany created a Moment that Mattered by granting 4 year old, Lilly-Jane's wish in partnership with its wish fulfillment charity Kinderträume e.V. and with special support of Disney VoluntEARS. Lilly-Jane who is a huge Frozen fan wished to see Frozen 2 but due to her serious illness was unable to leave the hospital to visit the cinema.



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.