

## What's happening in European Commercial Broadcasting 9-13 March 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.

- [NENT Group sizes up 'Big Lars' as next original Danish series](#)
- [RTL Group: Top show in Hungary](#)
- [Sky Sports targets new audiences for women's sport in 2020](#)
- [Disney+ Announces Full Content Line Up](#)



### [NENT Group sizes up 'Big Lars' as next original Danish series](#)

Nordic Entertainment Group (NENT Group) will launch Danish romantic comedy 'Big Lars' as its next original production. The series blends fiction and reality and is headlined by famous Danish comedian Lars Hjortshøj, supported by special guest appearances from a number of Danish celebrities. 'Big Lars' will premiere exclusively across the Nordic region on NENT Group's Viaplay streaming service on 23 April.



### [RTL Group: Top show in Hungary](#)

Álarcos énekes (The Masked Singer), broadcast by RTL Hungary and produced by Fremantle, scores very high ratings. The fourth episode attracted 1,149,103 viewers on RTL Klub, up 10 per cent compared to the previous week.



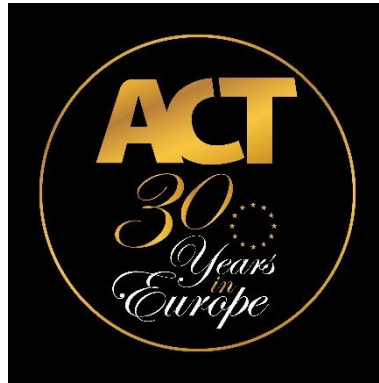
### [Sky Sports targets new audiences for women's sport in 2020](#)

Sky Sports has announced plans to increase its commitment to women's sport in 2020 by expanding its existing coverage and strengthening its digital output: live women's sport to be showcased to brand new audiences via Sky Sports YouTube channel; events such as Women's Six Nations, WNBA, Netball Superleague, and women's cricket among those to be made available; Sky Sports to invest in more new, original, women's sport digital content and programming.



**Disney+ announced Full Content Line Up**

Disney+ unveiled its full launch day line up with over 500 films, more than 350 series and a slate of 26 exclusive Disney+ Originals. Launching on March 24th in the UK, Ireland, France, Germany, Italy, Spain, Austria and Switzerland, additional Western Europe markets including Belgium, the Nordics and Portugal will follow in summer 2020.



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**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.