

What's happening in European Commercial Broadcasting 11-15 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.

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[AMC Networks launches #Seguimosjuntos campaign](#)

Fourteen channels of AMC Networks have launched #Seguimosjuntos, a campaign seeking to encourage consumption through a video promoting "the greatest chain of favors ever seen", to help rebuild the country's economy. The campaign encourages society to take an active role in the economic recovery and that also recalls the fundamental role of SMEs.



[ITV Commercial announces *The People's Ad Break*](#)

ITV Commercial is inviting ITV viewers to become the stars of the ad break as they launch *The People's Ad Break*, a dedicated TV ad spot which will see familiar ad campaigns recreated by the public.



[Mediaset programming moves to second phase](#)

As Italy moves out of the COVID emergency lockdown, TV goes back to regular programming. On Canale 5, Mediaset's flagship channel, live studio productions are resuming after almost two months of closure and repeats.

[Mediaset celebrates 10th anniversary of La5](#)

La5, the first Italian free thematic channel dedicated to women, started broadcasting on 12 May 2010. La5, the most viewed channel in this segment with a 1.6% average share, will air a special programming schedule to celebrate this important anniversary.



NENT Group and Josephine Bornebusch come together for original social distancing drama 'Orca'

Intimacy and isolation in the time of social distancing are the themes in 'Orca', the next original production from Nordic Entertainment Group (NENT Group). The experimental Swedish drama is created, written and directed by Josephine Bornebusch (NENT Group's hit original series 'Love Me') and stars some of Sweden's leading acting talents. 'Orca' (working title) will premiere exclusively across the Nordic region on NENT Group's Viaplay streaming service in autumn 2020.



RTL Nederland: Uniting digital activities

RTL Nederland is creating RTL.nl, the platform for all digital RTL news, current affairs and entertainment content. The platform will be developed partly on the basis of consumer insights and will use leading edge technology to constantly adapt to user demand. Setting up RTL.nl is an extensive project that will take place step by step, starting with the temporary integration of a number of sites and apps in RTLNieuws.nl.



Sky News announces release of eye-opening documentary *The Plastic Nile*

Sky News has announced the release date of an exclusive documentary, *The Plastic Nile*, presented by award-winning Special Correspondent Alex Crawford. The documentary is one of the first to air on Sky Documentaries on 1st June at 9pm. The Plastic Nile follows Crawford through Africa as she leads an investigation into the issues of plastic pollution from the river's source of Lake Victoria, north to the mouth of the Nile in Egypt.



UEFA and Disney encourage children to be active at home with Playmakers

Children across Europe can now play the roles of their favourite characters from Disney and Pixar's global box office smash hit *Incredibles 2* while staying active at home, thanks to a new initiative launched by UEFA and Disney. *Play at Home with Playmakers* is an extension of UEFA's first-ever pan-European grassroots programme for 5-8 year old girls, Playmakers, which uses Disney's iconic storytelling to inspire regular exercise and kick-start a love of football.



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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