

What's happening in European Commercial Broadcasting 13-17 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.

- COVID-19: Commercial Television plays its role in bringing people together during the Covid crisis and calls for strong measures to secure the sustainability of the sector
- CANAL+ Group will broadcast the concert "One World: Together At Home" in 30 countries
- Discovery launches "Family Favorites"
- ITV partners with NHS Charities on Million Claps Appeal
- LNK Group launches a new music entertainment channel 2TV
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COVID-19: Commercial Television plays its role in bringing people together during the Covid crisis and calls for strong measures to secure the sustainability of the sector

The Association of Commercial Television in Europe (ACT) expresses its support and solidarity to all those in the European Audiovisual sector and beyond who are mobilised to face the current crisis. As European broadcasters, we are continually looking for ways to support the communities we serve; providing accurate and trusted news and information, bringing people together and delivering quality entertainment. We face the current crisis in the context of challenges impacting the entire AV value chain. Broadcasters across Europe are not an exception. While TV viewership is experiencing a significant increase as viewers turn to trusted media and entertainment, free-to-air and pay TV players are facing a dramatic drop in advertising revenues (in some markets up to 80% for the month of April) and/or major disruptions in their programming due to the lack of availability of live sports events and delays in delivery of new contents. Further, the production of all types of programmes is on hold, with some unlikely to resume or facing major financial consequences. This impact will increase as confinement measures are extended and the repercussions will be felt long after the confinement measures end.



CANAL+ Group will broadcast the concert "One World: Together At Home" in 30 countries

"One World: Together At Home" is an exceptional concert which will take place on April 18 2020. The



initiative is led by singer Lady Gaga and the charity Global Citizen and it is supported by many international artists. The objective is to raise funds for the World Health Organization. Viewers in 30 countries will be able to watch the concert via CANAL+ Group channels.



Discovery launches "Family Favorites"

Discovery, along with affiliate and distribution partners, announced an expanded content offering across its portfolio of 13 TV-everywhere streaming GO apps and sites. The "Family Favorites" initiative is designed to entertain, inspire and educate families as they are spending more time together at home.



ITV partners with NHS Charities on Million Claps Appeal

ITV will partner with NHS Charities Together as the official broadcast media partner on a brand new appeal urging viewers to donate to the NHS and send messages of support to their staff. This broadcast on Thursday 16 April 2020 is dedicated to all NHS heroes on the frontline of the fight against COVID 19. ITV thanks and celebrates all the unsung heroes in the NHS, and encourages audiences to send their messages of support to their local hospitals.



LNK Group launches a new music entertainment channel 2TV

LNK TV Group, the owner of Lithuania's most popular set of television channels, including LNK, BTV, TV1 and Info TV, is introducing to the Lithuanian television market a new HD free-to-air channel, 2TV. The new music entertainment channel replaces LIUKS! channel.



Mediaset approved 2019 annual report

Mediaset's Board of Directors, which met on 10 March under the Chairmanship of Fedele Confalonieri, approved the 2019 annual report, characterised by the launch of the international development project MFE-MEDIAFOREUROPE. In an increasingly competitive multiplatform landscape, Mediaset's networks managed to improve their ratings over 2018 and reinforced their leadership in the premium targets both in Italy and in Spain. The Board also reviewed the measures taken by the Group to efficiently deal with the current COVID-19 emergency.





NENT Group signs new media rights agreement with UEFA

Nordic Entertainment Group (NENT Group) has extended its exclusive Danish rights to the UEFA Champions League until the end of the 2023/2024 season. NENT Group has also acquired the exclusive rights to the UEFA Europa League and the new UEFA Europa Conference League in Sweden, Norway and Finland from the beginning of the 2021/2022 season until the end of the 2023/2024 season.



RTL Group: Reliable news in these challenging times

Remote and agile working where possible, delivering reliable and credible information, while protecting the employees' health, these are the main priorities of the RTL Nederland newsroom. News teams are working around the clock and pulling out all the stops to keep millions of people informed about the latest coronavirus developments.



TELEVISION

Virgin Media Ireland's new ad captures 'Connections that Matter'

Virgin Media Ireland has introduced a new campaign 'Connections That Matter', beginning with a TV film piece which aims to support viewers by reminding them to stay connected.





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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