

What's happening in European Commercial Broadcasting 13-17 July 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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[ITV launches on screen Black Voices initiative](#)

ITV is to launch a series of short films offering black people a platform to share stories of racism and their vision of changes they believe should happen. The 60" text and audio based short films, devised by ITV Creative, will run across ITV and STV's promotional airtime, social feeds, as well as a dedicated campaign site.



[RTL Group: Diversity in the movie and TV industry](#)

An alliance of German companies and associations to launch the first survey about diversity in front of and behind the camera. The first comprehensive survey about diversity and discrimination in the German film and TV industry, titled "Vielfalt im Film" (Diversity in Film), will launch on 17 July 2020. UFA is taking part in the study. The goal of the online survey of more than 30,000 creatives in the film industry is to acquire a data-based overall picture of diversity and discrimination experiences and thereby derive and advance concise actions for film productions, film promotion and politics for the development of a more just and diversified working environment.



[Sky: Disasters Emergency Committee \(DEC\) Coronavirus Appeal](#)

Sky News is supporting the DEC's launch of a new appeal to raise funds to deliver lifesaving aid such as clean water, soap and PPE equipment to help save millions of lives at stake as Covid-19 hits refugee camps and war-torn countries like Yemen, Syria, Somalia and South Sudan.

VIACOMCBS

ViacomCBS: Nickelodeon Doubles up With Xilam Animation Comedies

Xilam Animation, an independent animation production and distribution company, has secured a pair of deals with Nickelodeon for its short-form series CGI series Athleticus (60x2'15) and animated comedy Mr Magoo (78x7'). In a global deal, Nickelodeon takes exclusive pay-TV rights to two seasons of Athleticus covering Asia Pacific, EMEA and Latin America. The broadcaster has also acquired all TV rights for Athleticus in Benelux, Italy, Vietnam, Philippines and Argentina.

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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