

## What's happening in European Commercial Broadcasting 18-22 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.

- [CANAL+ Group: Together at the Olympia \(Ensemble à l'Olympia\)](#)
- [UK Broadcasters join forces to introduce new industry wide guidance for producing television safely during Covid-19](#)
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### [CANAL+ Group: Together at the Olympia \(Ensemble à l'Olympia\)](#)

'Ensemble à l'Olympia' is an initiative of CANAL+ Group, L'Olympia, Olympia Production and Flab Prod. The musical and solidarity event will bring together many artists with the objective of raising funds for the benefit of the Emmaüs France association. The event will be broadcast on 9 June via CANAL+ Group channels.



### [UK Broadcasters join forces to introduce new industry wide guidance for producing television safely during Covid-19](#)

ITV, BBC, Sky, Channel 4, Channel 5, STV, ITN, the Association for Commercial Broadcasters and On-Demand Services (COBA) and Pact have joined forces to introduce new industry wide guidelines for producing television safely in the weeks and months ahead. The guidelines are intended to enable a return to production for the television industry. This guidance covers the broad range and scale of all TV programme making in every genre for TV and is complementary to the forthcoming British Film Commission guidance on managing the risks associated with film and high-end TV drama production.



### [NENT Group launches Viaplay sports package in Iceland](#)

Nordic Entertainment Group (NENT Group) launched its Viaplay sports package in Iceland on 15 May. Subscribers are able to follow live coverage of Bundesliga football and NASCAR motorsport on Viaplay's opening sports weekend in Iceland, with Danish Superliga football following from 28 May. Viaplay will offer Icelandic sports fans even more top-class events when the full global sports calendar resumes.



**RTL Group: Ready for recovery**

On 13 May 2020, CEO Thomas Rabe invited more than 130 executives to the first RTL Group Virtual Management Meeting, to discuss how to steer the Group through the coronavirus crisis. Thomas Rabe opened by welcoming, to the interactive digital meeting, participants from Europe, the US, Canada and Asia, as well as nine guest speakers from across RTL Group and Bertelsmann.



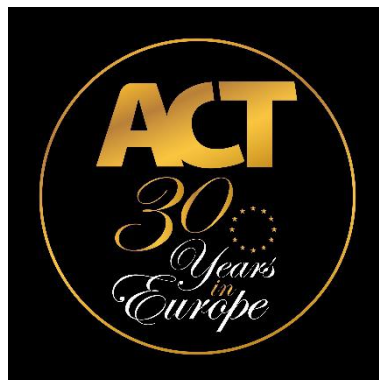
**Sky: Breeders returns for a second series**

Sky original *Breeders*, the honest and uncompromising comedy about the challenges of parenthood, starring Martin Freeman and Daisy Haggard, has been renewed for a second series. The acclaimed first series is currently available on demand on Sky One and on streaming service NOW TV.



**TV4 Media acquires exclusive LaLiga rights until 2026**

TV4 Media announces an extension of the current LaLiga rights until the end of the 2025/26 season in both Sweden and Finland. This follows last week announcement of the acquisition of UEFA Champions League, starting in 2021.



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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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