

## What's happening in European Commercial Broadcasting 20-24 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.

- [ITV Commercial launches ITV Hub Shout Outs](#)
- [Mediaset honours Luis Sepúlveda with a special programming](#)
- [Sky Donates £500,000 to Film and TV Charity](#)
- [Virgin Media gifting TV customers 9 of its most popular entertainment channels at no extra cost](#)



### [ITV Commercial launches ITV Hub Shout Outs](#)

ITV Commercial launches a new ad proposition, ITV Hub Shout Outs, allowing brands to share information with consumers quickly and cost effectively during this unique time. ITV Hub Shout Outs will consist of short video clip ads running between three and five seconds. The Shout Outs are an opportunity for advertisers aiming to inform and support the public, as opposed to raising awareness of products or promotions.



### [Mediaset honours Luis Sepúlveda with a special programming](#)

Mediaset pays tribute to famous Chilean writer, Luis Sepúlveda, by airing "La Gabbianella e il Gatto". The animated film is based on Sepúlveda famous novel "The Story of a Seagull and the Cat Who Taught her to Fly". Broadcast for day-time family viewing on Mediaset's flagship channel Italia 1, on 17<sup>th</sup> of April, the film reached an audience share nearing 13% among 15 to 34 year-olds.



### [Sky Donates £500,000 to Film and TV Charity](#)

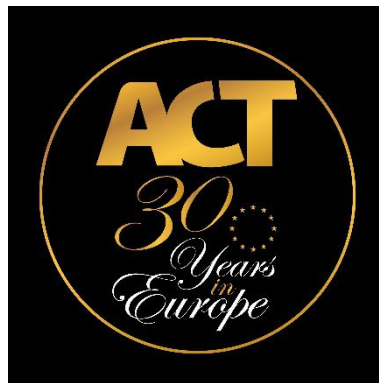
Sky has committed to donate £500,000 to the emergency relief fund recently established to support the UK's creative community in the wake of COVID-19. The new COVID-19 Film and TV Emergency Relief Fund, set up by the Film and TV Charity in partnership with the BFI using National Lottery funding, is providing much needed grants to the many thousands of active workers and freelancers who have been directly affected by the suspension of productions across the UK.



## TELEVISION

### Virgin Media gifting TV customers nine of its most popular entertainment channels at no extra cost

Virgin Media are delighted to announce that nine kid, knowledge and entertainment channels including Discovery, TCM, Boomerang and Carton Network will be available to all TV customers to view until May 6th to help families stay entertained while staying in.



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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.