

## What's happening in European Commercial Broadcasting 27-31 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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### [Golf European Tour and Ryder Cup continue on CANAL+ Group channels](#)

CANAL + Group extends the exclusive broadcasting rights of the European Golf Tour for several seasons starting in 2021. The agreement includes exclusive broadcasting rights for all tournaments on the European circuit (including the prestigious Rolex Series), the World Golf Championships (WGC), the French Open as well as the next editions of the Ryder Cup.



### [ITV Studios expands its production partnership with Boomerang TV in Spain](#)

ITV Studios has expanded its production partnership with Boomerang TV, one of the biggest producers of fiction and entertainment content in Spain. The partnership comes as an answer to the growing demand of non-scripted productions in Spain and gives Boomerang TV the exclusive production rights to all the non-scripted ITV Studios formats uncommitted in this territory.



### [Auditel 2020: a historic first half for Mediaset](#)

In the first half of 2020, one of the most difficult times in recent Italian history, Mediaset confirms its leadership in Italy's multimedia system which encompasses television, radio, online and cinema. This positive result has been accomplished when the general public was looking for trustworthy media outlets and Auditel data have proven that Mediaset successfully passed the test.



### [RTL Group: Time to see things in a new way](#)

“Zeit, die Dinge neu zu sehen” (Time to see things in a new way), is the slogan of the new campaign the German Bertelsmann Content Alliance companies have initiated to focus people’s attention on positive aspects of the changes the coronavirus pandemic has triggered in society. The new campaign centres on the power of community. From topic-specific content, to the UFA Film Nights online, through to social media initiatives, the Bertelsmann Content Alliance companies aim to encourage people across all media genres to adopt new perspectives to face current and future challenges, together and with a positive mindset.



### [Art for Everyone - Sky Arts to become a free to air channel](#)

Sky Arts, the UK’s only channel dedicated to arts and culture, is to be made free for everyone this September, supercharging its mission to increase access to and drive participation in the arts, at a vital time for the cultural sector. With a renewed focus on bringing more of the arts to more people, Sky Arts will embark on an ambitious programme of activity to support and champion the arts – putting artists, creatives, and public participation centre stage on a channel that everyone across the UK can watch on Freeview.

## **VIACOMCBS**

### [ViacomCBS Launches NickToons in Croatia, Serbia and Slovenia](#)

ViacomCBS Networks has launched Nicktoons, Nickelodeon's top-rated channel dedicated to animation, in the Adria (Croatia, Serbia and Slovenia) on thirteen July 2020. Nicktoons Croatia (Hrvatska), Nicktoons Serbia (Србија) and Nicktoons Slovenia (Slovenija) will be sub-feeds of Nickelodeon's pan-regional Nicktoons feed, airing programming 24/7 with localised Croatian, Serbian and Slovene audio tracks and localised advertisements.



## **TELEVISION**

### [Virgin Media Research shows broadband boost for health and well-being during crisis](#)

Virgin Media Ireland commissioned a research on data usage, conducted independently by Amárach Research, surveying 2,000 people aged 18 and upwards in mid-July across all regions of the country. People across Ireland have relied heavily on broadband to support their physical and mental health while staying at home during the ongoing COVID-19 public health crisis - with the majority saying they have been using the internet more regularly for health related information and support, new research shows.

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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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