

## What's happening in European Commercial Broadcasting 23-27 March 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.

- [Disney+ joins CANAL+ offers](#)
- ["News is a serious matter": Mediaset in support of the Italian publishers' professional information](#)
- [NENT Group to launch Viaplay in Iceland on 1 April](#)
- [RTL Group: Together against coronavirus - together for children](#)
- [Sky launches 'Learning from Home' collections on Sky Kids](#)
- [ViacomCBS' Noggin launches on Apple TV](#)
- [Disney+ launches in the UK, Ireland, Germany, Italy, Spain, Austria and Switzerland](#)



The **WALT DISNEY** Company  
Europe, Middle East & Africa

### [Disney+ joins CANAL+ offers](#)

Disney+ will be available from its launch, from April 7, in CANAL+ offers. CANAL+ will offer this new streaming service to its subscribers and will further extend the reach of Disney+ through third party distribution partners such as ISPs.



### ["News is a serious matter": Mediaset in support of the Italian publishers' professional information](#)

All of Mediaset networks will air a spot in support of the work of Italian publishers, committed to inform in a professional and responsible way during the COVID19 emergency. The spot shows three examples of fake news related to the spread of Coronavirus which have been largely shared online in the past few weeks.



### [NENT Group to launch Viaplay in Iceland on 1 April](#)

Nordic Entertainment Group (NENT Group) will launch its Viaplay streaming service in Iceland on 1 April. Viaplay viewers in Iceland will be able to enjoy a unique combination of Viaplay Originals, films and series, and kids' content, with world-class live sports to be added in due course. Viaplay will now be available in all five Nordic countries.



**RTL Group: Together against coronavirus - together for children**

The 'RTL - Wir helfen Kindern e.V.- foundation (We Help Children) supports children affected by coronavirus and their families. The foundation intends to work together with their long-standing cooperation partners Caritas and 'Die Arche' (The Ark) in supplying affected children with exercise books, practical games, learning materials and other items. Distribution will be handled by the 18 RTL children's homes, which are spread throughout the country and run a dynamic network with direct contacts with families in need.



**Sky launches 'Learning from Home' collections on Sky Kids**

Sky has made some educational collections available on Sky Kids, with the aim of helping families who will be spending more time together at home in the coming weeks. The 'Learning from Home' collections are now available to Sky Kids' customers in three key curriculum stages, depending on children's ages.

## **VIACOMCBS**

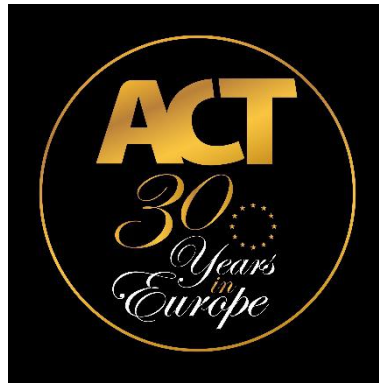
**ViacomCBS' Noggin launches on Apple TV**

ViacomCBS' Noggin, Nick Jr.'s interactive learning subscription for pre-schoolers, is now available through Apple TV channels on Apple TV app in over 25 territories, including France, Germany, UK and US.



**Disney+ launches in the UK, Ireland, Germany, Italy, Spain, Austria and Switzerland**

Disney+, the streaming service from The Walt Disney Company, launched in the UK, Ireland, Germany, Italy, Spain, Austria, and Switzerland. The service will launch in France on April 7th. In light of concerns regarding the current ability of certain broadband infrastructure to handle the anticipated consumer demand for Disney+, the service will now feature a lower overall bandwidth utilisation by at least 25%.



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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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