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About ACT

The Association of Commercial Television in Europe (ACT) is a trade body for the commercial broadcasting sector in Europe. Formed in 1989, the ACT has 27 member companies active in 37 European countries, operating and distributing several thousand free-to-air and pay-tv channels and new media services.

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Members' Newsroom

Discovery: ASICS partners with Eurosport to inspire the world to move



Eurosport has launched a brand new series with aim of getting people active: global superstars from the world of tennis, rugby union and athletics are set to star on Eurosport as part of a new drive to get people to be active and move. The exclusive TV series goes behind the scenes into the lives of seven extraordinary athletes from very different backgrounds and explores what inspires them.

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Mediaset hosts Digital Next



Publitalia, Mediaset's sales house, hosted Digital Next, the International Conference of TV sales houses organised by EGTA. The 2018 edition, focused on "Transcending Television", defined new guidelines to address the digital transformations in TV. Mediaset, which plays a leading role in developing innovative advertising solutions for connected TVs, recently opened a new department for Ad Tech & Business Development. The newly created team, led by Paola Colombo, will implement a digital transformation strategy in order to seize the full potential of digital technologies in the sector and to address new demand from both advertising clients and viewers.

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Mediaset España launches a new HbbTV platform with Atresmedia and RTVE



Mediaset España teams up with Atresmedia and RTVE to launch a new HbbTV platform. The platform, open to all DTT operators, will combine the content of the three broadcasters thus catering increased diversity and quality programming. In a second stage, the platforms will provide an additional OTT service.

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MTG publishes 2017 Annual and Corporate Responsibility Reports



MTG has published its 2017 Annual and Corporate Responsibility reports. The Annual Report summarises MTG's financial performance in 2017 and reviews the company's ongoing strategic transformation from a traditional national broadcaster into a global digital entertainer. The Corporate Responsibility Report highlights MTG's reinforcement of its corporate responsibility strategy with four focus areas – media responsibility, social impact, business ethics and environmental care – and outlines the company's sustainability priorities for the coming years.

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RTL Group: €55,000 to support research into cancer



On 29 March the 14th edition of the Télévie Challenge took place. Around 400 participants turned out to actively support cancer research. The participants took turns pedalling for eight hours on indoor exercise bikes, notching up a total distance of 6,602 kilometres. Their sporting prowess enabled RTL Group to make a donation of €55,000 to the Télévie association.

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Sky launches Sky Ocean Ventures



Sky announces the launch of Sky Ocean Ventures, an impact investment vehicle that will invest in new ideas and businesses who can help solve the oceans plastic crisis. Sky Ocean Ventures is encouraging, among others, businesses and innovators who are developing plastic packaging alternatives, new tech for the home that will help assist recycling and those developing alternative fibres for clothing to share their ideas and seek support.

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UPCOMING EU POLICY EVENTS IN APRIL 2018

- 5/4/18 Council IP Working Party on enforcement, Brussels
- 5/4/18 Council AV Working Party, Brussels
- 9-12/4/18 MIPTV, Cannes
- 11/4/18 Council IP Attachés Working Party, Brussels
- 12/4/18 Council AV Working Party, Brussels
- 21-22/3/18 EP IMCO Committee meeting, Brussels
- 16-19/4/18 EP Plenary Session, Strasbourg
- 17/04/18 Trilogue on Sat Cab, Brussels
- 19-20/4/18 Bulgarian Presidency Conference: From Digital Consumers to Digital Creators, Sofia
- 23-24/4/18 EP IMCO Committee meeting, Brussels
- 23-24/4/18 EP JURI Committee meeting, Brussels
- 25/4/18 Council IP Working Party, Brussels
- 25-26/4/18 EP CULT Committee meeting, Brussels
- 26/4/18 Trilogue on AVMSD, Brussels
- 26/4/18 Trilogue on Digital Contracts, Brussels



























































