

# **Issue # 139** 1 February 2019

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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

ITV: Exciting brave new campaign to get kids to eat veg - Eat Them To Defeat Them



Eat Them To Defeat Them is a radical new national advertising campaign, launched on 25 January on ITV, and STV, that aims to inspire kids to eat more healthily and help tackle rising childhood obesity. The campaign is being launched by a partnership between ITV and Veg Power and Eat Them to Defeat them will engage with kids and parents in a new way, looking to reinvigorate how vegetables are viewed and consumed.

Read more

# Mediaset celebrates the Holocaust Day of Remembrance with special programming



Mediaset celebrates the Holocaust Day of Remembrance with three film documentaries aired on Mediaset's flagship channel Canale 5. The first one, "Hitler contro Picasso e gli altri", describes the thefts of art works carried out by the Nazi regime through the narrative voice of the famous Italian actor Toni Servillo. The other two documentaries will be aired in the upcoming weeks.

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## **NENT Group to show IndyCar racing for next** three seasons



Nordic Entertainment Group (NENT Group) has acquired the exclusive Nordic media rights to the NTT IndyCar Series until 2021. Every race will be shown live on NENT Group's Viaplay streaming service and Viasat pay-TV channels, with selected races available on NENT Group's free-TV channels. Swedish drivers Marcus Ericsson and Felix Rosenqvist will both compete in the upcoming IndyCar season, which starts in March and includes the fabled Indianapolis 500 race – the 'Greatest Spectacle in Racing'.

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#### RTL Group: Forging strong alliances



The Bertelsmann Content Alliance will manage the collaboration between the German content businesses namely, Mediengruppe RTL Deutschland, RTL Radio Deutschland, UFA, Random House, Gruner + Jahr, and the music company BMG. Starting on 1 February 2019, the Bertelsmann Content Alliance will create considerable added value and a competitive advantage. Bertelsmann's objective is to develop and market collaborative formats across all divisions and thus create comprehensive offers for creative professionals.

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The sunny place for shady people: Riviera returns with first-look image for the second season of the highly anticipated Sky original production



The second season of *Riviera*, Sky original production, will return on 23 may 2019 to Sky Atlantic and the streaming service NOW TV. The series is recognised as the perfect combination of wealth, power and glamour, but underneath the murky waters of the Cote d'Azur lies a turbulent world of deceit, murder and manipulation.

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# TF1 Group and VIDEOFUTUR announce a new global distribution agreement



TF1 Group and VIDEOFUTUR, a national fiber operator, announce a new distribution agreement. The agreement allows VIDEOFUTUR to integrate the channels of TF1 Group (TF1, TMC, TFX, TF1 SERIES FILMS and LCI) as well as the non-linear services associated to these channels.

Read more

#### **UPCOMING EU POLICY EVENTS IN FEBRUARY 2019**

• 4/02/19 EP CULT Committee meeting, Brussels

- 7/02/19 Council Telecom Working Party, Brussels
- 11-14/02/19 EP Plenary Session, Strasbourg
- 13/02/19 Trilogue on Platform to Business, Brussels
- 18-19/02/19 Competitiveness Council, Brussels
- 18-19/02/19 EP JURI Committee meeting, Brussels
- 19-20/02/19 Council Telecom Working Party, Brussels
- 20-21/02/19 EP IMCO Committee meeting, Brussels • 20-21/02/19 EP CULT Committee meeting, Brussels
- 26/02/19 Council Telecom Working Party, Brussels



























































