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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

Mediaset scores peak audience on digital devices



The new "total audience" measurement system reveals Mediaset is the most viewed broadcaster on digital devices in Italy. The new system, recently launched by Auditel, grasps the different consumption habits of viewers by covering not only linear TV but also laptop, tablet and smartphone. The first data available shows Mediaset plays a leading role online, as Canale 5 reached almost 50 million views on the AVOD service "Mediaset Play" in the last month.

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NENT Group extends distribution partnership with Telia



Nordic Entertainment Group (NENT Group) has extended its distribution agreement with telecommunications and TV operator Telia in Sweden. Telia will continue to offer NENT Group's TV channels and Viasat pay-TV channels to its customers in Sweden. The extension of NENT Group and Telia's long-term partnership means Telia will continue to distribute NENT Group's TV channels TV3, TV6, TV8, TV10 and TV3 Sport HD in Sweden, as well as the Viasat pay-TV channels.

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RTL Group: Hearts & Minds - Artificial Intelligence technology from RTL Nederland



At the recent Love Broadcasting event in London, Giovanni Piccirilli (CTO of RTL Nederland) spoke about the '(R)evolution of a broadcaster' for an audience of industry leaders from the top broadcasters and platforms in Europe. He said: "RTL Nederland serves the viewer on many platforms with stories that touch our viewers in their hearts and minds. To do so, we rely on our advanced AI technology which gives us insights from digital touchpoints, panel research (TV) and social noise".

Read more

E! UK & Ireland acquires hit reality dating show Temptation Island from Banijay Rights. airing this summer on Sky



Sky and pop culture brand E! Entertainment Television has acquired Seasons One and Two of Temptation Island from Banijay Rights, for the UK and Ireland. The series will follow four dating couples who test the strength of their relationships as they move to an exotic island alongside a group of sexy singletons in search of love.

Read more

Virgin Media's Drive-In Series returns with blockbusters Mamma Mia and Bohemian Rhapsody

Virgin Media are hitting the road again this summer with its Drive-In Movie Series. The roadshow will bring music blockbusters Mamma Mia and Bohemian Rhapsody to towns across the country. This forms part of Virgin Media's Project Lightning network expansion programme, the single biggest private investment in Ireland and the UK's digital infrastructure in more than a decade.

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UPCOMING EU POLICY EVENTS IN JULY 2019

• 15-18/07/19 EP Plenary, Strasbourg

• 22-25/07/19 EP new Committees meetings, Brussels

























































