

THE ACT NEWSLETTER



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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

Eurosport Reveals Bespoke Brand Identity For PyeongChang 2018



Eurosport has unveiled its on-screen logo for the Olympic Winter Games PyeongChang 2018. The Eurosport PyeongChang 2018 logo helps define a new era for Europe's number one sports destination and the world's greatest sporting event and will be visible across all Eurosport screens and platforms in the build-up and during PyeongChang 2018.

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MTG Creative picks up PromaxBDA prize



The MTG Creative, MTG's in-house agency, has been recognised at Europe's most prestigious entertainment marketing and design awards, the PromaxBDA prize. Once a year, the PromaxBDA Europe Awards honour the continent's most outstanding campaigns, spots and social media innovations.

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RTL Group: "The company's 'reset' is bearing fruit today"



In an interview with DWDL (a German Internet magazine), Guillaume de Posch, Co-CEO of RTL Group, talks about FremantleMedia's formats, strategy and upcoming projects.

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Scrippsnetworks: New Study Finds Lifestyle TV Programming Generates Higher Viewer Ad Engagement



A new study, commissioned by Scrippsnetworks, reveals that advertisements seen in lifestyle television programming have potential to score significantly higher in generating viewer engagement than identical commercials appearing in television shows of other genres, such as reality, general entertainment, sports or news.

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Sky Sports Mix backs sporting heroes in new **Tough Mudder series**



Sky Sports will broadcast an original 'Mission Mudder' series featuring six Olympic stars competing in three ultimate Tough Mudder challenges. Airing this summer, the series will follow six popular athletes joining forces to take on three extreme Tough Mudder events, competing against some of the best teams and individuals in the world.

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