

What's happening in European Commercial Broadcasting 1-4 September 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.

- [ACT welcomes two new Senior EU Policy Officers](#)
- [ITV announces plans to mark Black History Month](#)
- [Mediaset's "Il silenzio dell'acqua" crosses the Alps](#)
- [RTL Group: Challenges accepted](#)
- [Sky bolsters factual offering with a raft of new content for Sky Documentaries](#)



[ACT welcomes two new Senior EU Policy Officers](#)

The Association of Commercial Television in Europe announces that Miruna Herovanu and Erard Gilles are joining ACT as Senior EU Policy Officers, respectively responsible for leading the Association's IP and Media/Data Task Forces.



[ITV announces plans to mark Black History Month](#)

ITV has announced plans to mark Black History Month with specially commissioned new shows and channel branding throughout October. ITV will celebrate the contribution of black people to television, comedy, history and our wider culture in new programmes and the work of black artists will feature as the channel's on air branding in a series of idents that will appear throughout the month.



[Mediaset's "Il silenzio dell'acqua" crosses the Alps](#)

Waiting for Season two, which will be aired next Autumn on Mediaset's flagship channel Canale 5, the thriller drama "The silence of the water" has crossed national borders to land on the prime time schedule of French public television France 3. "Il silenzio dell'acqua", the second Italian fiction ever aired on French public TV, has received a warm welcome from the French audience totalling a 12.7% share, corresponding to 2.4 million viewers.



RTL Group: Challenges accepted

RTL Nederland is launching a new programme, 'Over Winnaars' (About Winners) where people with physical disabilities or a major illness make the impossible possible. Over six episodes, viewers will follow seven participants taking on challenges to realise their passions, dreams or ambitions. Hosted by Jamai Loman, the first episode airs on RTL 4 on 18 October.



Sky bolsters factual offering with a raft of new content for Sky Documentaries

Sky announced five new Sky original documentaries to sit on the recently launched Sky Documentaries, reinforcing its ambition to provide customers with a destination for world class, premium factual TV. The new shows are in pre-production or production and will air in late 2020 or throughout 2021.

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.

Unsubscribe

ACT complies with EU privacy rules and is respectful of fundamental rights. This newsletter is sent to you on the basis of legitimate interest. As a stakeholder or interested party in EU media related policy we believe that bringing this information to your attention is of benefit. Should this not be the case and you no longer wish to receive this newsletter, please respond "unsubscribe" to this email.



84 BILLION EURO
is the annual turnover of
the European TV sector.



1 MILLION PEOPLE
work in the audiovisual
industry in Europe.



15 BILLION EURO
are invested, per year, in
content by Europe's
largest commercial
broadcasters.



50%
of our revenues are
invested back in the
creation of audiovisual
content.



**236 MINUTES PER
DAY**
is the average viewing
time of linear TV in the EU
(2013).



11,000 TV CHANNELS
are available in Europe, of
which 8,270 in the EU 27
(2012).



300 NEWS CHANNELS
are available in Europe.
More than 80% of them
are privately owned.



320 KIDS CHANNELS
are established in Europe,
of which almost 300 are
private.