

# What's happening in European Commercial Broadcasting 7-11 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 publishes its response to the European Commission consultation on the Digital Services Act
- CANAL + Group winner of the CB NEWS 2020 'Grand Prix des Media' and widely rewarded
- Soccer Aid for Unicef on ITV raises record breaking £11.5 million
- NENT Group releases 'Furia' as next original international drama
- RTL Group: Responsible eating on all channels and platforms
- Brave New World, a Sky original, all episodes available from 2 October on Sky One and NOW TV
- ViacomCBS' MTV first live 5G-enabled remote production



#### **ACT publishes its response to the European Commission Consultation on the Digital Services Act**

Commercial broadcasters are at the heart of Europe's media landscape as producers and distributors of European original content and news. Commercial broadcasters have embraced the digital environment providing new services, formats and content to meet growing European demand for quality content.



#### CANAL + Group winner of the CB NEWS 2020 'Grand Prix des Media' and widely rewarded

CANAL + Group has won many six prizes at the awards ceremony for the 22nd edition of the Media Grand Prix, organized by CB NEWS magazine on 2 September. The CB NEWS Media Grand Prize aims to reward innovation in the media each year, in terms of editorial, digital, marketing and sales.



#### Soccer Aid for Unicef on ITV raises record breaking £11.5 million

Soccer Aid for Unicef 2020 has, thanks to the generosity of ITV viewers, raised a record £11,552,577, the most the match has ever raised in the history of the show, which was broadcast exclusively live on ITV and STV.





#### NENT Group releases 'Furia' as next original international drama

The international drama series 'Furia' is the next original production from Nordic Entertainment Group (NENT Group). Created by International Emmy winner Gjermund Stenberg Eriksen ('Mammon') and filmed in Norway and Germany, 'Furia' explores the violent and disturbing world of right-wing extremism. The series will premiere exclusively across the Nordic region on NENT Group's Viaplay streaming service in 2021.



### RTL Group: Responsible eating on all channels and platforms

Mediengruppe RTL Deutschland is holding a week of action from 7 to 13 September 2020. All of its TV channels and platforms will focus on food, nutrition, and sustainability for a week under the slogan "Packen wir's an – für verantwortungsvolles Essen" ("Let's do it – responsible eating").



#### 'Brave New World', a Sky original, all episodes available from 2 October on Sky One and NOW TV

Sky announced the launch date for 'Brave New World', a Sky original, all episodes available from 2 October on Sky One and streaming service NOW TV. Based on Aldous Huxley's groundbreaking 1932 novel, 'Brave New World' imagines a utopian society that has achieved peace and stability through the prohibition of monogamy, privacy, money, family, and history itself.

## **VIACOMCBS**

#### ViacomCBS' MTV first live 5G-enabled remote production

ViacomCBS Networks International and ViacomCBS Digital Studios International partner with IBC and VodafoneZiggo to remotely produce MTV's first live 5G remote production in Amsterdam. With an approach aimed to reduce on-site crew and leverage more remote resources through the cloud production, the live stunt demonstrates how the introduction of 5G technology is going to change the entertainment and music business, as the newest technology is embraced and applied effectively.



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.

Would you like more information and/or discuss the above with a company/ACT representative?

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#### **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.

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