

What's happening in European Commercial Broadcasting 14-18 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 feedback on Roadmap on European Democracy Action Plan
- ITV commits to Net Zero carbon emissions by 2030
- Mediaset's thematic channels captivate the audience
- NENT Group raises Viaplay subscriber target to 3 million by end of 2020
- RTL Group: Shaping the future
- Sky Sports Premier League 2020-21
- TF1 Group wins two 2020 CB News Media Awards
- ViacomCBS unveils brand for upcoming global streaming service: Paramount+
- Disney+ Continues International Expansion



ACT publishes its feedback on Roadmap on European Democracy Action Plan

Commercial broadcasters welcome the proposed Roadmap on the European Democracy Action Plan as broadcasters are invested and committed at all levels to "nurturing, protecting and strengthening our democracy".



ITV commits to Net Zero carbon emissions by 2030

ITV will become a Net Zero carbon business by 2030, as part of its ongoing commitment to creating the biggest shows with the smallest footprint. The business will work alongside colleagues, suppliers, programme makers and the albert consortium to achieve net zero across it's scope 1&2 emissions, business travel and all produced and commissioned programmes, by 2030.



Mediaset's thematic channels captivate the audience

Over the summer, Mediaset's thematic channels have strongly increased their viewer base. With a 22% audience share in prime-time, Mediaset has consolidated its leadership among thematic channels in Italy. Cine34, fully dedicated to Italian cinema and launched in January 2020, has registered the sharpest increase. Iris, La5 and Canale 20 also substantially contributed to this success.





NENT Group raises Viaplay subscriber target to 3 million by end of 2020

Nordic Entertainment Group (NENT Group) has once again upgraded its Viaplay paying subscriber target for the current year to 3 million. The new target would see Viaplay add more than 700k paying subscribers in 2020, representing year-on-year subscriber growth of over 30%, and compares with 29% growth to 2,716k subscribers at the end of June. NENT Group upgraded its full year intake target to 600k in June.



RTL Group: Shaping the future

On 14 September 2020, CEO Thomas Rabe welcomed more than 260 executives to the second RTL Group Virtual Management Meeting, to discuss how the Group had demonstrated resilience through the coronavirus crisis and how it will shape its future.



Sky Sports Premier League 2020-21

Sky Sports will show over 140 games in the 2020-21 season, including the first-choice match in every weekend round. Patrice Evra, Roy Keane and Micah Richards will all play a regular part in Sky's coverage joining presenters David Jones and Kelly Cates and fellow pundits Gary Neville, Jamie Carragher, Graeme Souness and Jamie Redknapp.



TF1 Group wins two 2020 CB News Media Awards

At the 22nd CB News Media Awards ceremony, TF1 group carried off two awards. The group is proud to feature among the 2020 winners of the annual awards organised by CB News in recognition of innovation by media groups and advertising sales houses.

VIACOMCBS

ViacomCBS unveils brand for upcoming global streaming service: Paramount+

ViacomCBS unveiled "Paramount+" as the brand name for the company's upcoming global streaming service. The company's transformed subscription video on-demand and live streaming service, CBS All Access, will be rebranded as Paramount+ in early 2021 as part of the service's expansion to feature content from ViacomCBS' leading portfolio of broadcast, news, sports and entertainment brands.



ViacomCBS will also bring *Paramount+* to international markets with an initial debut in Australia, Latin America and the Nordics in 2021.



Disney+ Continues International Expansion

The Walt Disney Company streaming service, Disney+, launches in Portugal, Norway, Denmark, Sweden, Finland, Iceland, Belgium and Luxembourg, streaming hundreds of films, exclusive original movies and series, and thousands of television episodes from Disney, Pixar, Marvel, Star Wars, National Geographic.

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.

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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.