

What's happening in European Commercial Broadcasting 21-25 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 response to targeted Consultation on Article 17 of the Directive on Copyright in the Digital Single Market
- ITV, STV and Sky join forces with INEOS to help millions of children get back to being active with The Daily Mile
- NENT Group: BEAT Diabetes Foundation begins operating as independent entity
- RTL Group: + €10 million for cancer research
- Sky Arts unveils raft of new original commissions as channel goes free to air
- ViacomCBS: Noggin goes on Prime Video Channels in Europe



ACT publishes response to targeted Consultation on Article 17 of the Directive on Copyright in the Digital Single Market



ITV, STV and Sky join forces with INEOS to help millions of children get back to being active with The Daily Mile

ITV, STV and SKY have joined forces with INEOS in a national campaign to help millions of children to get back to being fit and active with The Daily Mile. As part of the broadcasters' £10 million commitment, and INEOS' ongoing support towards improving children's physical health through diet and exercise, a new TV advertising campaign was launched during Emmerdale. With an emphasis on the importance of physical exercise, The Daily Mile encourages children to walk, jog or run, at their own pace for 15 minutes every day to help improve physical, emotional and social health and wellbeing.



NENT Group: BEAT Diabetes Foundation begins operating as independent entity

The BEAT Diabetes Foundation, a pan-Nordic initiative to respond to the global diabetes challenge, is now operating as an independent entity. The Foundation is supported by Nordic Entertainment Group (NENT Group), together with Abbott and Brighter, and aims to raise awareness and drive positive change in relation to diabetes across the Nordic region. NENT Group will invest at least SEK 2.5 million every year in the Foundation.





RTL Group: + €10 million for cancer research

RTL initiative Télévie raises a total of €10,546,650.71 for cancer research. The final amounts of donations were announced at the closing nights in Belgium and in Luxembourg on Saturday 19 September 2020.



Sky Arts unveils raft of new original commissions as channel goes free to air

Sky Arts announces four new Sky original programme commissions, as it becomes free for everyone to watch. With a renewed focus on bringing more of the arts to more people, Sky Arts is embarking on an ambitious programme of activity to support and champion the arts at a vital time for the cultural sector, putting artists, creatives, and public participation centre stage on a channel that everyone across the UK can watch.

VIACOMCBS

ViacomCBS: Noggin goes on Prime Video Channels in Europe

Noggin, VicaomCBS learning subscription service for pre-schoolers from Nick Jr, is launching on Amazon Prime Video Channels. The channel will be an add-on subscription in Austria, France, Germany and UK.

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.



work in the audiovisual

industry in Europe.







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













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



are established in Europe, of which almost 300 are