

What's happening in European Commercial Broadcasting 12-16 October 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.

- Discovery: Eurosport reports record viewing number for Roland-Garros Ladies Final in Poland
- Mediaset España confirms its leadership in the online video offer
- NENT Group teams with Adi Hasak and Anna Friel to create 'The Box'
- **RTL Group 4Good**
- TF1 Group partners '24 heures pour la France des solutions' Campaign
- ViacomCBS Networks International launches company-wide 'No Diversity, No Commission' policy



Discovery: Eurosport reports record viewing number for Roland-Garros Ladies Final in Poland

Eurosport reports record audience numbers for Roland-Garros in Poland, with Saturday's ladies final between Iga Swiatek and Sofia Kenin watched by 2.52 million people across Eurosport and Discoveryowned TVN. The figure represents 27% market share for the country.

MEDIASET españa.











Mediaset España confirms its leadership in the online video offer

According to the latest ComScore's Videometrix Multiplatform report, Mitele, Mediaset España's A-VOD and live broadcasting online platform, has positioned itself as the leading audiovisual content platform in Spain raising its consumption by 30% year-on-year to 135 million videos viewed. Moreover, Telecinco.es has been the most attractive television website, with 55.3 million videos viewed, 80% more than in August 2019.



NENT Group teams with Adi Hasak and Anna Friel to create 'The Box'

Nordic Entertainment Group (NENT Group) will partner with Adi Hasak, creator of the hit NBC series `Shades of Blue' and the award-winning `Eyewitness', and International Emmy winner Anna Friel on the supernatural anthology original series 'The Box'. The English-language show will premiere exclusively on NENT Group's Viaplay streaming service across the Nordic and Baltic regions.





RTL Group 4Good

RTL Group's strong environmental, social and governance practices reconfirmed in the FTSE4Good sustainability index created by FTSE Russell. It identifies and facilitates investments in companies that meet globally recognised corporate responsibility standards. Companies in the FTSE4Good Index Series are rated as performing better regarding environmental, social and governance (ESG) practices. The index helps investors who want to encourage positive change in corporate behaviour and align their portfolios with good corporate values.



TF1 Group partners '24 heures pour a France des Solutions' Campaign

TF1 Group, through its TF1 and LCI channels, is one of the 50 media partners to support the 8th "24 heures pour la France des solutions" campaign, designed to spur people to action and initiated by the "Reporters d'espoirs" (Reporters for Hope) charity.

VIACOMCBS

<u>ViacomCBS Networks International launches company-wide 'No Diversity, No Commission' policy</u>

ViacomCBS Networks International (VCNI), a division of ViacomCBS Inc., announces a company-wide production policy: "No Diversity, No Commission" to promote diversity, equity, and inclusion by requiring that all new international productions be made by a diverse team. "No Diversity, No Commission," initially launched by ViacomCBS Networks UK in July, will apply to VCNI's business across five continents and more than 180 countries.

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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