

What's happening in European Commercial Broadcasting 19-23 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.

- ITV Studios: Romulus expands its empire to more than 40 territories pre-launch
- <u>Historical record for Mediaset online consumption</u>
- Mediaset shines a pink light for the breast cancer awareness month
- NENT Group's hit original drama 'Wisting' returns for second season
- RTL Group: Salto goes live
- NBCUniversal partnership for DreamWorks Animation TV content brings new stories of iconic characters to Sky
- ViacomCBS International Studios plans to ramp up production in Southern Europe



ITV Studios: Romulus expands its empire to more than 40 territories pre-launch

As the Rome Film Festival readies for the Italian premiere of Romulus this Friday, ITV Studios has made further pre-sales of *Romulus*, the epic, pre-Rome drama taking the total number of territories in which it will be available to 44, with several more deals in final negotiations.



Historical record for Mediaset online consumption

Mediaset ranks first in A-VOD consumption in Italy with over 1.6 billion minutes viewed in September 2020. According to the Auditel digital panel, Mediaset collects 45% of publishers' total views and its flagship FTA channel Canale 5 achieved its historical record with over 291 million minutes viewed in the last week of September.

Mediaset shines a pink light for the breast cancer awareness month

Mediaset continues to support cancer prevention awareness with a dedicated campaign "Take care of yourself: choose prevention" featured on TV and radio spots, editorial programmes and Mediafriends' fund raising initiatives. For an entire week, Mediaset's 98-meter-high tower will be lit in pink (instead of the corporate blue colour) to raise awareness on prevention and timely screening of breast cancer so to attract the general public attention to this important issue, as stated by Gina Nieri, Mediaset's Executive Director.





NENT Group's hit original drama 'Wisting' returns for second season

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, will premiere a second season of its hugely successful Norwegian crime drama 'Wisting' in spring 2021. Sven Nordin ('Valkyrien') will reprise his lead role from season one, which was acclaimed by audiences and critics around the world and shown on the UK's BBC Four and Sundance Now in the US. The new season of 'Wisting' will launch exclusively on NENT Group's Viaplay streaming service across the Nordic and Baltic regions.



RTL Group: Salto goes live

Salto, the French television groups' joint streaming platform, launched on 20 October. French families can access more than 10,000 hours of streamed programmes in a wide variety of genres, spanning films, series, drama, documentaries, youth programmes, reality TV, magazine shows, round-the-clock live news, and sport - a unique model in the continental European audio-visual landscape.



NBCUniversal partnership for DreamWorks Animation TV content brings new stories of iconic characters to Sky

Sky and NBCUniversal Global Distribution announce a long-term partnership to bring Sky customers hundreds of hours of high-quality, animated series featuring well-known heroes from DreamWorks Animation. The deal bolsters Sky's offering of stories for the whole family, ready to watch when and wherever they want, all in one place.

VIACOMCBS

ViacomCBS International Studios plans to ramp up production in Southern Europe

ViacomCBS International Studios is setting its sights on Southern Europe. Laura Abril, ViacomCBS International Studios Senior Vice President, heading the company's EMEAA team in Spain, said: "South Europe is a focus for us right now. We have quite a strong lineup in development in Spain right now, and Italy to us is our next big priority".

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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