

What's happening in European Commercial Broadcasting 2-6 November 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.

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[Discovery: Eurosport agrees new multi-year deal to screen MXGP](#)

Eurosport and Infront Moto Racing announced it has extended its agreement to screen the FIM Motocross World Championship for a further three seasons (2020-22). As part of the agreement, all MXGP and MX2 races will be shown LIVE on Eurosport and Eurosport app.



[ITV: 'Eat Them to Defeat Them' campaign generates £63 million in vegetable sales](#)

ITV and Veg Power announced that 'Eat Them To Defeat Them', the landmark advertising campaign designed to improve children's health, has inspired a lasting change and sales, generating £63 million in sales of vegetables nationwide across eighteen months.



[Mediaset to further support Italian creative sector through an ad-hoc schedule](#)

Following the call of Culture Minister Franceschini to support national cultural content, as of November 10, Mediaset will enrich its programming and include some of the most significant works - from prose to opera, dance and cinema - no longer available for public viewing in cinemas and theatres due to new COVID-19 restrictions. Mediaset confirms its support to the creative sector thanks to its offer which is completely free for all.

Mediaset launches a new social project: 'Playing is serious stuff!'

In times when more and more children have replaced physical and material games, such as trains, puppets, dolls, with videogames, smartphones and tablets, Mediaset launched a new social project within the corporate social responsibility initiative "Mediaset ha a cuore il futuro". 'Playing is serious stuff' campaign, available on TV, radio and the web, is aimed at promoting gaming as an element of growth, in particular for young children, as it develops creativity, enhances the imagination and strengthens relationships with others.



NENT Group orders Swedish feature film 'Suedi'

The feature film 'Suedi' will be the next original production from Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company. A wryly humorous take on identity, cultural misunderstandings and the desire to belong, 'Suedi' brings together a spectacular cast of Swedish acting heavyweights and will premiere exclusively on NENT Group's Viaplay streaming service across the Nordic and Baltic regions in late 2021.



ProSiebenSat.1 Group with considerable earnings increase of 13% in adjusted EBITDA in the third quarter of 2020

In the third quarter of 2020, ProSiebenSat.1 Group posted improved revenue and earnings figures compared to the highly COVID-19 influenced previous quarter. After the global pandemic and the resulting restrictions had considerably affected the Group's business performance in the second quarter, ProSiebenSat.1 generated revenues of EUR 921 million (previous year: EUR 926 million) between July and September 2020 and thus at about the previous year's level.



RTL Group: Connecting with Japan

RTL AdConnect inks deal with Japanese broadcaster TBS Television to sell its video-on-demand (VOD) inventory in Europe. This is the first time a Japanese broadcaster's VOD inventory has been made available to a European media sales house. The bilateral, international partnership develops business and advertising opportunities between Asia and Europe. TBS, one of Japan's biggest commercial networks, produces and owns intellectual property for famous titles such as Funniest Home Videos, Ninja Warrior and Takeshi's Castle.



New Sky initiative 'The Edit' will introduce 30,000 young people to careers in the media

Sky and Adobe launched The Edit, a new digital programme for schools designed to improve the media and digital literacy of 30,000 young people across the UK and Ireland. With a focus on low-income areas, The Edit will reach and inspire the next generation of media talent by breaking down the industry's

barriers to entry and bridging the digital skills gap, while offering an insight into what a career in the media might look like.

VIACOMCBS

[ViacomCBS: Noggin rolls out in the Netherlands, Spain and Italy on Amazon Prime Video](#)

ViacomCBS Networks International announced the launch of Noggin, the learning subscription service, on Amazon Prime Video Channels as an add-on subscription for Prime members in the Netherlands, Italy and Spain increasing its European footprint.



[A New Co-Viewing Experience for Watching Movies and Shows from the Disney+ Library with Friends and Family, Even When Apart](#)

Disney+ has introduced *GroupWatch*, a new co-viewing feature for connecting with friends and families to watch movies and shows from the entire Disney+ library, even when apart. *GroupWatch* allows for up to seven people to watch together in a synced playback experience available across web, mobile, connected TV devices and Smart TVs, and share reactions in real time.

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

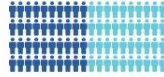
The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters across Europe and beyond. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that 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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84 BILLION EURO
is the annual turnover of
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.