

What's happening in European Commercial Broadcasting 9-13 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.

- ITV commissions landmark Covid doc from Oscar-winning director
- Rugby Autumn Nations Cup 2020 on Mediaset's network
- NENT Group to become European streaming champion, sets five-year targets, and will launch Viaplay in Poland and the US
- RTL Group reports stronger than expected TV advertising revenue for Q3/2020
- Sky announces new co-production: 'The Amazing Maurice, a Sky original' coming in 2022 to Sky Cinema
- TF1 Group and SACD sign new agreement on use of works from the SACD repertoire
- Virgin Media Secures 100% Renewable Energy Supply with Naturgy Ireland
- <u>Disney Launches Heart-Warming Christmas Campaign in Support of Make-A-Wish®, Celebrating 40-</u> Year Partnership Together



ITV commissions landmark Covid doc from Oscar-winning director

Set against increasing alarm about a second wave of COVID-19, ITV has commissioned a landmark feature-length documentary from Oscar-winning director Kevin Macdonald that tells the story of Coronavirus in Britain through the experience of people immersed in its impact, both personally and professionally.



Rugby Autumn Nations Cup 2020 on Mediaset's network

Mediaset and the Italian Rugby Federation signed an agreement for the sale of the television rights of the Autumn Nations Cup 2020. As of 14 November, all 16 matches of the "Azzurri" will be available on the linear Channel 20, in live streaming on SportMediaset.it and on the SportMediaset app.



NENT Group to become European streaming champion, sets five-year targets, and will launch Viaplay in Poland and the US

Nordic Entertainment Group (NENT Group) has set a new goal to become the European streaming champion. NENT Group's Viaplay streaming service will be rolled out in 10 international markets by the end of 2023, including Estonia, Latvia, Lithuania, Poland, and the US in 2021. By the end of 2025, NENT Group aims to increase its subscriber base to approximately 10.5 million by more than doubling its Viaplay paying subscriber base in the Nordics to approximately 6 million and growing its international subscriber base to approximately 4.5 million.





RTL Group reports stronger than expected TV advertising revenue for Q3/2020

RTL Group published the following quarterly statement for the first nine months of 2020 (January to September 2020). Thomas Rabe, Chief Executive Officer of RTL Group, says: "We monitor closely the development of the coronavirus pandemic and its economic impact across our footprint, and continue to focus on the safety of our employees, the continuity of our businesses, cost and liquidity management. Following a strong decline in the second quarter of 2020, TV advertising revenue across RTL Group decreased by only 2.1 per cent in the third quarter compared to our previous guidance of around minus 10 per cent. At the same time, we continued to gain advertising market shares, grow our streaming services and manage our costs. (...)".



Sky announces new co-production: 'The Amazing Maurice, a Sky original' coming in 2022 to Sky Cinema

Sky announced a new co-production with Ulysses Filmproduktion and Cantilever Media, 'The Amazing Maurice, a Sky original'. This animated family film is based on one of Sir Terry Pratchett's wildly popular Discworld novels. Coming to Sky Cinema in 2022, The Amazing Maurice, a Sky original, follows Maurice, a streetwise ginger cat who has the perfect money-making scam.



TF1 Group and SACD sign new agreement on use of works from the SACD repertoire

TF1 Group and SACD (the French Society of Dramatic Authors and Composers) announced that they have signed a new agreement relating to the use of works from the SACD repertoire by the TF1 group's linear and non-linear services. The agreement will take effect on 1 January 2021.



TELEVISION

<u>Virgin Media Secures 100% Renewable Energy Supply with Naturgy Ireland</u>

Virgin Media Ireland has reached a long-term agreement with Naturgy Ireland that will introduce a 100% renewal energy supply across its operations in Ireland. This renewable energy agreement will power Virgin Media's main offices, contact centre, TV studios, data centres and regional transmission sites across Ireland and will support our ongoing commitments in reducing our carbon footprint.





<u>Disney Launches Heart-Warming Christmas Campaign in Support of Make-A-Wish®, Celebrating 40-Year Partnership Together</u>

Disney EMEA has launched its 2020 festive campaign 'From Our Family To Yours', including its first-ever Christmas advert, a three-minute animated tale telling a touching story of a grandmother, her granddaughter and the family traditions that connect them through the years. The advert is part of the celebrations marking a 40-year partnership with children's charity, Make-A-Wish®, and is airing across TV and Digital plus Disney's own channels in 26 countries in EMEA, as well as Australia, New Zealand, North America and parts of Asia.

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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