

What's happening in European Commercial Broadcasting 7-11 December 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.

- [NENT Group to develop 'Estonia: The Last Wave' as next original series](#)
- [RTL News GmbH will bundle all live broadcasts in the area of news and sport in future](#)
- [Cast and First Look Images Revealed for Series Three of Sky Original 'Das Boot', as filming commences](#)
- [Virgin Media and Young Social Innovators join forces to transform lives](#)



[NENT Group to develop 'Estonia: The Last Wave' as next original series](#)

Nordic Entertainment Group (NENT Group) is developing the international drama series 'Estonia: The Last Wave' as its next original production. The English-language show explores one of the 20th century's worst maritime disasters, the 1994 sinking of the Estonia ferry in the Baltic Sea that cost 852 people their lives. 'Estonia: The Last Wave' will premiere exclusively on NENT Group's Viaplay streaming service.



[RTL News GmbH will bundle all live broadcasts in the area of news and sport in future](#)

In future, the new RTL News GmbH will bundle all Mediengruppe RTL Deutschland live sports broadcasts with its journalistic reporting, including its rapidly growing live and breaking news content. As of 1 February 2021, RTL News GmbH will thereby become the editorial and organisational umbrella for the RTL Sport division within Mediengruppe RTL Deutschland. RTL Sport produces around 125 live broadcasts per year with peak ratings of over 10 million viewers.



[Cast and First Look Images Revealed for Series Three of Sky Original 'Das Boot', as filming commences](#)

Cast names and a gallery of first look images for the third series of multi-award winning and critically acclaimed Sky Original drama 'Das Boot', have been released as production commences. The thrilling drama will air in the UK on Sky Atlantic and NOW TV.



TELEVISION

[Virgin Media and Young Social Innovators join forces to transform lives](#)

Virgin Media and Young Social Innovators have joined forces to find young Digital Innovators in a new award category of the Young Social Innovators of the Year Ireland Awards which will take place in 2021. The move forms part of Virgin Media's ongoing Corporate Social Responsibility programmes where Virgin Media already partners with Young Social Innovators on a range of projects. Through Young Social Innovators, young people are challenged to explore social issues impacting them and their communities and to come up and implement innovative ideas to address these.

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.