

What's happening in European Commercial Broadcasting 11-15 January 2021

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 and Vodafone Announce Landmark Partnership Including new discovery+ Streaming Service](#)

Discovery and Vodafone have signed a new long-term, multi-platform agreement in Europe under which Vodafone customers in 12 markets can continue to enjoy Discovery's unique content portfolio. The partnership covers Vodafone's TV and mobile customers in the UK, Germany, Turkey, Italy, Spain, Romania, Portugal, Greece, Czech Republic, Hungary, Ireland and Iceland.



[ITV Hub announces December year on year increase](#)

The ITV Hub has announced a strong performance throughout December, achieving 81 million programme streams, an increase of 5% year on year. More specifically, the Christmas period, between 21st December and 3rd January, saw an uplift in viewing of 11%, compared to the same time in 2019.



[Mediaset celebrates the Italian fashion industry in prime time](#)

"Made in Italy", produced by Mediaset's Taodue Film, is a joyful celebration of the Italian fashion system and an insightful historical portrait of Milan in the 1970s when iconic brands like Krizia, Armani, Ferré and Versace were in the making. The first episode of the TV series, aired on Canale 5, reached three million viewers and confirmed the great potential of local storytelling with an international appeal. Cross-border and overseas sales include Spain, Portugal, USA, Canada, Russia, South America and China.



[NENT Group commits to Science Based Targets Initiative for climate action](#)

Nordic Entertainment Group (NENT Group) has committed to the Science Based Targets Initiative (SBTi), an international partnership that aims to drive climate action in the private sector in line with the goals of the Paris Agreement. As a result, NENT Group will set ambitious targets to reduce greenhouse gas emissions across its business and supply chain over the coming years.



[RTL Group: Fighting carbon emissions](#)

Fremantle has launched, along with Bafta's Albert, the authority on environmental sustainability for film and TV industries, an updated carbon calculator and certification toolkit for the TV industry. The calculator was originally launched in August 2011 with the support of the Albert consortium; a group of UK TV broadcasters and indies who came together to actively look for ways to reduce their collective environmental impact.



[Jeremy Darroch to become Executive Chairman of Sky to end 2021 - Dana Strong joins as successor and Group Chief Executive of Sky](#)

Sky announced that Jeremy Darroch has decided to step down as Group CEO of Sky after 13 years leading the company and Dana Strong will become Group CEO of Sky, reporting to Comcast Chairman and CEO Brian L. Roberts. Jeremy will become Executive Chairman through 2021 to ensure a smooth transition and will then act as an advisor to the company.



[TF1 Group associated with the # SportFémininToujours operation from January 17 to 24](#)

TF1 Group is proud to be associated with the # SportFémininToujours operation, initiated by the CSA from 17 to 24 January. This special week aims to promote women's sport and to highlight the representation of women in sport. The Group is mobilized throughout the year to promote women's sport, notably with the broadcasting of women's football and handball sports broadcasts, achieving audience records. In 2021, TF1 Group channels will broadcast Women's Handball World Cup and in 2022 the European Women's Handball Championships as well as the UEFA EURO Women 2022.



[The Walt Disney Company Sets 2030 Environmental Goals](#)

The Walt Disney Company announced a new set of environmental goals for 2030 focused on five main areas: Greenhouse Gas Emissions, Water, Waste, Materials and Sustainable Design. "Disney has shown a strong commitment to the environment throughout its history and we're excited to continue building on that legacy with new, ambitious environmental goals for 2030," said Bob Chapek, Chief Executive Officer, The Walt Disney Company.

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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