

What's happening in European Commercial Broadcasting 18-22 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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[ITV campaign gets behind the National effort to 'Stay at Home'](#)

ITV launches a series of on-air messages urging viewers to 'Stay at Home' but 'Stay in Touch' in a new initiative endorsed by Public Health England. As an extension of ITV's award-winning Britain Get Talking campaign, which encourages people to stay connected, ITV is supporting the national Stay at Home effort by reminding the UK to stay at home to help curb the spread of COVID19.



[Mediaset enhances its EU coverage](#)

Tgcom24, Mediaset's all-news channel, launched in partnership with the European Parliament 'Fatti e Misfatti d'Europa', a weekly free-to-air and live streaming coverage of EU news, insights and interviews.



[NENT Group launches 'We Children from Bahnhof Zoo' as next Viaplay Original](#)

Nordic Entertainment Group (NENT Group) will premiere the German-language drama series 'We Children from Bahnhof Zoo' as its next Viaplay Original. A powerful tale of six teenagers who find each other in the intoxicating clubs and underground parties of Berlin, the show is based on the bestselling autobiography by Christiane F., which was previously made into an acclaimed cult film featuring David Bowie. 'We Children from Bahnhof Zoo' will launch on NENT Group's Viaplay streaming service in spring 2021.



RTL Group: The research continues

Despite being postponed twice due to the coronavirus pandemic, the Télévie 2020 held last 19 September raised more than €10 million. The fund-raising event made it possible to hire 83 new researchers and seven technicians as well as launch six multidisciplinary and inter-university projects to support cancer research. This year's Télévie launch took place later than usual. On Wednesday 13 January 2021, the researchers returned through video capsules.



Sky and STUDIOCANAL sign deal to bring host of upcoming releases and classic films to Sky Cinema customers

Sky and STUDIOCANAL, Canal+' Group's film production and distribution company, have announced a partnership to bring Sky customers hundreds of hours of blockbuster movies. This new partnership makes it even easier for customers to access everything they love, all in one place, on Sky Q. The content will also be available to NOW TV customers with a Cinema Pass.



TF1 Group mobilised for the 32nd 'Pièces Jaunes' operation

TF1 Group has supported the 'Pièces Jaunes' operation since its first edition in 1990 and renews its support for the 32nd edition from January 18 to February 5. The operation works to improve the daily life of hospitalised children and adolescents and facilitate the reunification of families in the hospital.



ViacomCBS announces March 4 launch date for Paramount+

ViacomCBS Inc. announced that its highly anticipated streaming service, Paramount+, will launch in the U.S. on March 4, 2021. ViacomCBS will also bring Paramount+ to international markets with initial debuts in Latin America on March 4, 2021; the Nordics on March 25, 2021; and Australia in mid-2021.

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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