

What's happening in European Commercial Broadcasting 25-29 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.

- ACT webinar on "Delivering tangible measures for the audiovisual sector" with EPP Group MEPs
- The ITV Hub announces January consumption hours uplift
- New UCI agreement strengthens Eurosport's cycling offering in 2021 for fans across Europe
- Mediaset's initiatives for the International Holocaust Remembrance Day
- NENT Group tops Nordic Business Diversity Index
- RTL Group will deliver full-year Adjusted EBITA of around €850 million, significantly exceeding previous guidance
- Sky announces biggest ever line-up of new and exclusive original TV shows & films in 2021
- Nova TV receives international recognition for the best-quality program on the market
- ViacomCBS research: Beyond 2020: Global Youth Voices & Futures
- Pluto TV to launch in France on February 8



ACT webinar on "Delivering tangible measures for the audiovisual sector" with EPP Group MEPs

On 14 January 2021, ACT organised a webinar hosted by MEP Verheyen (EP CULT Chair). During the event, ACT Members and EPP MEPs exchanged views on some of the key initiatives announced at the end of 2020 such as: the Digital Services Act, the Digital Markets Act, the European Democracy Action Plan and the Media and Audiovisual Action Plan.



The ITV Hub announces January consumption hours uplift

The ITV Hub has exceeded its targets for January 2021 across both consumption hours and monthly active users, owing to a strong New Year schedule dominated by new drama and entertainment. The video on demand platform has seen its consumption hours rise by over 50% above its estimations for January, while monthly active users have leapt by over 15% above projected targets.



New UCI agreement strengthens Eurosport's cycling offering in 2021 for fans across Europe

Eurosport continues to cement its place as the go-to destination for millions of cycling fans across all disciplines in Europe in 2021 after securing a raft of rights to world-class Union Cycliste Internationale (UCI) events from the European Broadcasting Union. The agreement incorporates some of the UCI's blue-chip events including the UCI Road World Championship, UCI Track Cycling World Championship, UCI Mountain Biking World Championship, BMX World Championship, Urban Cycling World



Championship, Cyclo-Cross World Championship as well as the conclusion of the Cyclo-Cross World Cup** season with exclusive coverage in over 35 markets and territories across Europe.



Mediaset's initiatives for the International Holocaust Remembrance Day

On the occasion of the International Holocaust Remembrance Day, Mediaset dedicated various initiatives to remember the tragedy of the Shoah. The Group's networks have aired a spot "Memory makes everyone's future better" and a special programming with films and documentaries dedicated to the Holocaust will be offered in the days around the anniversary.



NENT Group tops Nordic Business Diversity Index

Nordic Entertainment Group (NENT Group) has been ranked number one in the Nordic Business Diversity Index in both the Stockholm Nasdaq Large Cap Companies and TMT (all Nordics) categories. The Nordic Business Diversity Index measures the diversity of boards and executive management with the aim of giving investors, employees and policymakers improved transparency on the diversity status of businesses and the possibility to compare diversity based on facts. It uses publicly available information on gender, nationality, age and educational background.



RTL Group will deliver full-year Adjusted EBITA of around €850 million, significantly exceeding previous guidance

RTL Group has generated an Adjusted EBITA1 of around €850 million in 2020 (2019: €1,156 million), according to preliminary and unaudited figures. This significantly exceeds the previous guidance for the full-year Adjusted EBITA of around €720 million and the current analysts' consensus. With TV advertising markets in Europe performing significantly better than previously expected in the important fourth quarter of the year, Group revenue in 2020 was around €6.0 billion (2019: €6.65 billion).



Sky announces biggest ever line-up of new and exclusive original TV shows & films in 2021

In 2021 Sky and NOW TV will broadcast more than 125 new Sky Originals. This year Sky will bring its viewers 30 new Sky Original films and 30 new Sky Original documentaries, on top of great drama, comedy, entertainment and arts series.





Nova TV receives international recognition for the best-quality program on the market

Croatian television Nova TV is the winner, for the third time, of the prestigious award for the best-quality program in Croatia – QUDAL (QUality meDAL), which is awarded to the best on the market by the Swiss organization ICERTIAS. The QUDAL survey aimed to determine which companies, products and services, in the opinion and experience of consumers themselves, offer the highest level of quality on the market.

VIACOMCBS

ViacomCBS research: Beyond 2020: Global Youth – Voices & Futures

On 2 February 2021, ViacomCBS, in collaboration with EU40 and Euractiv will present the findings of a new research project: 'Beyond 2020: Global Youth – Voices & Futures'. How young people around the world see 2020 as a year defined by disruption. When they consider what life might be like 10 years from now, what are their priorities and expectations? Register <a href="https://example.com/here-butter-butt

Pluto TV to launch in France on February 8

ViacomCBS Networks International announces Pluto TV's launch in France. Pluto TV is the first FAST (Free Ad-Supported Television) service to debut in the country. Beginning February 8, Pluto TV will be available on all major streaming devices (TV, smartphone, tablet, PC) via the Pluto TV browser www.pluto.tv, via app on Apple TV, Android TV, Amazon Fire TV, Chromecast and the iOS and Android apps available on the Apple Store and Google Play.

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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