

What's happening in European Commercial Broadcasting 8-12 March 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.

- [Eurosport and Global Cycling Network add 'Healthy Ageing Tour' to enhanced coverage of women's cycling](#)
- [ITV Studios and Nippon TV announce 'Stacking It!'](#)
- [Tgcom24 celebrates its 20-year anniversary](#)
- [NENT Group to revive 'Fort Boyard' on Viaplay in Poland](#)
- [ProSiebenSat.1 Group closes the year 2020 with a strong fourth quarter](#)
- [RTL signs European Football Championship deal](#)
- [Sky, WarnerMedia and ViacomCBS 'Turn on the Subtitles' for more than 500 episodes of their most popular kids' content](#)
- [TF1 Group launches 'Experts à la Une' for more women experts in the media](#)
- [ViacomCBS releases its study 'The meaning of home'](#)



[Eurosport and Global Cycling Network add 'Healthy Ageing Tour' to enhanced coverage of women's cycling](#)

To coincide with International Women's Day, Eurosport and Global Cycling Network (GCN) has reaffirmed its commitment to showcase the best in world-class cycling regardless of gender by continuing to expand its portfolio of women's races. As the cycling season goes up another gear, Eurosport x GCN has secured exclusive worldwide rights to the upcoming elite women's UCI race, the Healthy Ageing Tour 2021.



[ITV Studios and Nippon TV announce 'Stacking It!'](#)

TV Studios and Nippon TV announced 'Stacking It!', a brand-new global format created through the co-development deal agreed between the two companies last year. 'Stacking It!' is a large-scale family entertainment game show with prizes galore, but contestants will only be able to take home...what they can stack.



[Tgcom24 celebrates its 20-year anniversary](#)

On 8 March 2001, Tgcom24 - Mediaset's all-news service - was first made available online. In twenty years, it has grown to become a fully-fledged multimedia information system that reaches an audience

of over ten million people every day with more than 24 million pageviews - a trusted reference in Italian news coverage according to the Digital News Report 2020 of the Reuters Institute. Tgcom24 is a multiplatform service with an editorial identity capable of adapting its output to varied distribution channels (generalist and thematic TV channels, website, app, radio, social media).



[NENT Group to revive 'Fort Boyard' on Viaplay in Poland](#)

Nordic Entertainment Group (NENT Group) announces 'Fort Boyard' as its first own production in Poland. The tremendously popular family entertainment show returns to Poland after 10 years and is NENT Group's first content reveal since the company announced its launch of its Viaplay streaming service in Poland. 48 well-known Polish celebrities will participate in the 'Fort Boyard' games on the France Atlantic coast.



[ProSiebenSat.1 Group closes the year 2020 with a strong fourth quarter](#)

ProSiebenSat.1 Group closed the year 2020 with a strong fourth quarter. In this period, the group revenues increased by 11% to EUR 1,492 million (previous year: EUR 1,349 million). All segments contributed to this growth, especially the 3% increase in entertainment advertising revenues.



[RTL signs European Football Championship deal](#)

Mediengruppe RTL Deutschland and Deutsche Telekom have agreed on the sub-licensing of exclusive rights to 17 Uefa Euro 2024 matches. The agreement covers the broadcast of 14 group phase matches, two rounds of 16 finals and one quarter-final exclusively on free-to-air TV on RTL Television and live streaming on TV Now. Extensive highlights, on-demand and news access rights are also included in the package, enabling Mediengruppe RTL to report on all 51 Uefa Euro 2024 matches across all channels and platforms.



[Sky, WarnerMedia and ViacomCBS 'Turn on the Subtitles' for more than 500 episodes of their most popular kids' content](#)

Sky, WarnerMedia and ViacomCBS Networks UK have partnered to improve the literacy skills of thousands of children across the UK and Ireland by turning on the subtitles of more than 500 of their most popular episodes of kids' content. The new collection, in support of the Turn on the Subtitles campaign, aims to improve the reading and writing skills of children while they're watching their favourite shows.



TF1 Group launches ‘Experts à la Une’ for more women experts in the media

TF1 Group presented its first promotion of ‘Experts à la Une’. A program developed by the Information Department to strengthen the representativeness of women experts in TF1 and LCI TV news. The goal? Source new women experts from editorial staff, train them to speak out to increase their presence in information meetings and promote their expertise in society to participate in greater parity in the media landscape.



ViacomCBS releases its study ‘The meaning of home’

ViacomCBS Global Insights department carried out a study about “the meaning of home”. The survey covered 11,000 people, aged 25-64, in 18 countries including 8 EU Member States: Argentina, Australia, Belgium, Brazil, France, Germany, Hungary, Italy, Mexico, Netherlands, Philippines, Poland, Russia, Singapore, South Africa, Spain, UK, US.

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.