

What's happening in European Commercial Broadcasting 12-16 April 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.

- [10 Confidence building measures for platforms to deliver verifiable and tangible actions to tackle disinformation online](#)
- [ACT organises an online event on 'The impact of the proposal DSA & DMA on commercial broadcasting'](#)
- [ACT organises an online event on The Media and Audiovisual Action Plan: "An Industrial Strategy for Europe's Audiovisual Industry?"](#)
- [ITV and Virgin Media Television co-commission taut, compelling crime drama, Redemption](#)
- [TgCom24 leader among online news publishers in Italy](#)
- [NENT Group publishes Annual & Sustainability Report 2020](#)
- [RTL Croatia won four media awards for outstanding work in 2020](#)
- [Epic story of record-breaking football club Manchester United launches on Sky Documentaries and NOW in May](#)
- [ViacomCBS International Studios Distribution expands unscripted slate](#)



[10 Confidence building measures for platforms to deliver verifiable and tangible actions to tackle disinformation online](#)

ACT, AER, EBU, EFJ, EGTA, Lie Detectors, the Media Diversity Institute, NME and leading academics call on the Commission to enshrine 10 Confidence building measures in the upcoming guidance to strengthen the Code of Practice on disinformation.

[ACT organises an online event on 'The impact of the proposal DSA & DMA on commercial broadcasting'](#)

On 20 April 2021 from 10h00 to 12h00, ACT organises a webinar on the impact of the DSA and DMA proposals on commercial broadcasting, hosted by the Institute of European Media Law (EMR). To register, please click [here](#).

[ACT organises an online event on The Media and Audiovisual Action Plan: "An Industrial Strategy for Europe's Audiovisual Industry?"](#)

On 22 April 2021, from 15h00 to 16h30, ACT organises an online event on The Media and Audiovisual Action Plan: "An Industrial Strategy for Europe's Audiovisual Industry?", hosted by MEP Melbärde. To register please click [here](#).



[ITV and Virgin Media Television co-commission taut, compelling crime drama, Redemption](#)

ITV and Virgin Media Television co-commission taut, compelling crime drama, Redemption produced by Tall Story Pictures. Acclaimed actress Paula Malcomson (The Hunger Games trilogy, Ray Donovan, Deadwood) will take the lead role in Redemption, a six-part drama jointly commissioned by ITV and Virgin Media Television, Ireland in association with Fís Éireann/Screen Ireland.



[TgCom24 leader among online news publishers in Italy](#)

According to Nielsen's Audiweb, TgCom24 leads both in total monthly (28.6 million) and average daily users (3,999,000). This important result is also confirmed for video consumption: 1,196,000 per day, twice the average of the main online newspapers in Italy.



[NENT Group publishes Annual & Sustainability Report 2020](#)

Nordic Entertainment Group (NENT Group) has published its Annual & Sustainability Report. The report details NENT Group's financial and sustainability performance in 2020, alongside the company's strategy, values, market positions and competitive advantages. Anders Jensen, NENT Group President and CEO: "2020 was of course an extraordinary and challenging year in many ways but also a year that will change things for the better, including how we work together and look after each other, society and the environment. Our strategy, resilience, flexibility and culture have all been put to the test, and it is fantastic to see that NENT Group will emerge from this crisis stronger, more sustainable, better positioned and better prepared for the future. All credited to the dedication and passion of our people. We have gone further by dramatically accelerating our transformation during 2020 and setting clear goals to become the European streaming champion and one of the most diverse and equal companies in the global entertainment industry."



[RTL Croatia won four media awards for outstanding work in 2020](#)

RTL Croatia won prestigious awards for excellent media work last year in four categories: TV Personality of the Year, New Face of the Year, Best TV Show of the Year, and Best Reality Show of the Year. In recent weeks, RTL Croatia has received a total of 11 nominations and won four awards for its outstanding work in 2020 – confirmation that viewers recognised and appreciated the team's work last year.



Epic story of record-breaking football club Manchester United launches on Sky Documentaries and NOW in May

Sky announces highly cinematic one-off feature documentary ‘The United Way’, will launch on Sky Documentaries and streaming service NOW on 24th May. The Sky Original film is the epic story of a football club, a city and a man who did more than most to bring success to both. As told by, co-written by and featuring Eric Cantona. The film shares his unique insights into this iconic club with a fresh perspective on the “United Way”, taking audiences on a compelling ride through the history and evolution of the world’s biggest football club, and the social and cultural environment that shaped it.



ViacomCBS International Studios Distribution expands unscripted slate

ViacomCBS International Studios (VIS) announces new content to its sales catalogue, including the exclusive global sales rights to ‘A Real Dream’ (Un Sueño Real), a Spanish series that addresses key topics such as gender equality, motherhood and sexual diversity.

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.