

What's happening in European Commercial Broadcasting 19-23 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.

- ACT organises an online event on The Media and Audiovisual Action Plan: "An Industrial Strategy for Europe's Audiovisual Industry?"
- ACT organised an online event on 'The impact of the proposal DSA & DMA on commercial broadcasting'
- Love Island is booming across the globe
- Mediaset's campaign "We are the Earth, let's take care of it"
- NENT Group launches Börje Salming biopic as latest original series
- Hate is banned!
- Sky releases official trailer and key art for epic Sky Original drama, Domina, ahead of 14 May launch
- TF1 Group celebrates Earth Day on 22 April
- Nickelodeon International partners with Plan International to stand for gender equity
- Virgin Media marks Earth Day which unites people in Ireland and across the World in climate action
- Disney+ Unveils First Scripted UK Original Productions



ACT organised 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 Melbārde. To register please click here.

ACT organised an online event on 'The impact of the proposal DSA & DMA on commercial broadcasting'

On 20 April 2021, ACT organised a webinar on the impact of the DSA and DMA proposals on commercial broadcasting, hosted by the Institute of European Media Law (EMR). Click here to watch the recording of the event.



Love Island is booming across the globe

The global roll-out of the award-winning format Love Island continues; the dating reality sensation has been commissioned by TV Nova in Czech Republic and Markiza in Slovakia. This will mark the 21st version for the power format, which sees single men and women live together in a villa and couple up in the hope of finding love and winning a cash prize. The local version will be produced by Paprika



Studios at the ITV Studios hub on Gran Canaria. The first season is going to be released in Autumn this year 2021 on SVOD platform VOYO.



Mediaset's campaign "We are the Earth, let's take care of it"

On World Earth Day, Mediaset will launch an integrated campaign on its networks to raise awareness on the importance of sustainability and on how fundamental it is to make the Earth a safer, healthier and fairer place to live. A special programming will focus on climate change, the fight against deforestation, sustainable agriculture and the protection of our seas and oceans. Moreover, Mediaset's 98-meter-high tower will be lit in green (instead of the corporate blue colour).



NENT Group launches Börje Salming biopic as latest original series

The dramatic career of Börje Salming, one of Sweden's greatest-ever ice hockey players, is the subject of the next Viaplay Original from Nordic Entertainment Group (NENT Group). Valter Skarsgård ('Arn') takes on the title role in an ambitious English-language production that depicts Salming's trailblazing journey from his humble roots north of the Arctic Circle to become an NHL legend. The show is created and directed by Amir Chamdin, whose most recent series for NENT Group, 'Partisan', was awarded Best Series at Canneseries 2020.



Hate is banned!

RTL Zwei launches cross-media campaign against hate on the internet. Hate speech, insulting or defamatory posts and comments online are on the rise. Transgressing accepted norms of behaviour, bullying, or threats are becoming more and more frequent. RTL Zwei is taking a clear stand. With a cross-platform campaign, the media company involves prominent broadcasters and employees, raises awareness, educates and clearly positions itself against hate on the net: Hate is banned!



Sky releases official trailer and key art for epic Sky Original drama 'Domina' ahead of 14 May launch

Sky has released the official trailer and key art for brand new Sky original, 'Domina' and confirms the series will debut on 14 May on Sky Atlantic and streaming service NOW. The epic historical drama series brings to life the power struggles of Ancient Rome from a different perspective; that of the women. It follows the life and extraordinary rise of Livia Drusilla, who overcame adversity to become the most powerful woman in the world.





TF1 Group celebrates Earth Day on 22 April

On World Earth Day, TF1 Group's online channels and media are deploying an exceptional system to make the French population aware of respect for the environment and the preservation of biodiversity.

VIACOMCBS

Nickelodeon International partners with Plan International to stand for gender equity

Nickelodeon International's "Together For Good" social impact arm is partnering with Plan International, the children's rights and equality for girls organization, to extend Nickelodeon International's award-winning multiplatform interstitial series "Extraordinary Me," which spotlights everyday kids around the world doing extraordinary things. The gender equity pro-social campaign launched across Nickelodeon platforms in 144 countries and territories outside of the U.S., celebrates and empowers girls who are defying stereotypes and excelling in male-dominated disciplines.



TELEVISION

Virgin Media marks Earth Day which unites people in Ireland and across the World in climate action

On World Earth Day, Virgin Media Television will include a number of special reports throughout its schedule to mark the day. Virgin Media Ireland is an original signatory of the first BITC Low Carbon Pledge and is already currently committed to a further 50% reduction in Virgin's carbon footprint by 2030.



Disney+ Unveils First Scripted UK Original Productions

The Walt Disney Company EMEA announced its initial slate of scripted UK originals for Disney+, working with outstanding creators and premium producers as part of the company's commitment to source, develop and produce original productions in Europe.

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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