

What's happening in European Commercial Broadcasting 3-7 May 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.

- Let Love Rule commissioned by TVI in Portugal
- Mediaset's sustainability report available now!
- BEAT Diabetes Foundation launches #Imovefordiabetes initiative
- RTL Group: World Press Freedom Day
- 'House of the Dragon' will debut on Sky Atlantic and streaming service NOW in 2022.
- <u>TF1 Group partners the 2nd Annual Ge</u>nder Parity Forum
- United Media launches IDJ Kids channel
- VIS and Fasten Films to Co-Produce the fictional drama series 'Pastor'



Let Love Rule commissioned by TVI in Portugal

ITV Studios' reality dating format Let Love Rule is growing rapidly. The show, which challenges singletons to the most revealing first date of their lives, has been commissioned by TVI in Portugal. Locally produced by Shine Iberia, the debut season will air this summer on linear channels TVI and TVI Reality and will also be streamed on their platform TVI Player.



Mediaset's sustainability report available now!

Mediaset Group published its Annual & Sustainability Report. The report details the Group's sustainability performance in 2020, alongside the company's strategy, values and social initiatives for the community and the environment.



BEAT Diabetes Foundation launches #Imovefordiabetes initiative

The BEAT Diabetes Foundation, supported by Nordic Entertainment Group (NENT Group), has launched the #Imovefordiabetes initiative. Throughout May, the initiative will bring together thousands of people across the Nordic region in a unique exercise challenge, with the aim of increasing awareness of all types of diabetes and promoting an active lifestyle.





RTL Group: World Press Freedom Day

Sonja Schwetje, Editor-In-Chief of the German news channel NTV and Chairwoman of the Bertelsmann Working Group on Press Freedom, shares her view on the current press freedom in Germany and Europe.



'House of the Dragon' will debut on Sky Atlantic and streaming service NOW in 2022

Sky has released the first official images from the upcoming drama series, 'House of the Dragon'. Based on George R.R. Martin's "Fire & Blood," the series, which is set 300 years before the events of "Game of Thrones," tells the story of House Targaryen. The series recently began production and will debut on Sky Atlantic and streaming service NOW in 2022.



TF1 Group partners the 2nd Annual Gender Parity Forum

TF1 Group, through its TF1 and LCI channels, is partnering the 2nd Annual Gender Parity Forum ("Assises de la Parité"). This year's forum takes place on 6 May, with the theme "How can we put (back) gender parity at the heart of corporate strategy in a time of crisis?". TF1 Group is delighted to be one of the many companies supporting this event as gender equality is one of its key concerns.



United Media launches IDJ Kids channel

United Media company launched its new channel IDJ Kids for children aged 2 to 5. IDJ Kids channel will broadcast musical content and songs and it will be dubbed in Serbian. United Media will also launch the IDJ Kids channel in the other countries where it operates: Croatia, Bosnia-Herzegovina, Sloveia, Bulgaria and Greece with content dubbed in local languages.

VIACOMCBS

VIS and Fasten Films to Co-Produce the fictional drama series 'Pastor'

VIS, a division of ViacomCBS Networks International, and Fasten Films announced they closed an agreement to co-produce the fictional drama series Pastor, which will be sold to partners beginning in 2022. The 10 x 50' series, created and written by Natxo López (co-creator of Stolen Away and writer for Caronte), will be directed by Jorge Dorado, known for his works as director on The Head, Anna and El Ministerio del Tiempo, among others.



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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