

## What's happening in European Commercial Broadcasting 17-21 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.

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### [Commercial broadcasters welcome Parliament's strong signal to act on live sports piracy](#)

The Association of Commercial Television in Europe (ACT) welcomes the vote in the European Parliament on the Legal Affairs Committee INL Report on “Challenges of the sports events organisers in the digital environment”.

### [Broadcasters welcome Council Conclusions' crystal-clear message on upholding territoriality & priorities for Media & AV Action Plan](#)

Broadcasters welcome the adoption by Culture and Audiovisual Ministers of the Council Conclusions on ‘Europe’s Media in the Digital Decade: An Action Plan to Support Recovery and Transformation’. In so doing, they express their congratulations for the work carried out by the Portuguese Presidency. The Conclusions recognise the important role that the news media and audiovisual sectors play by providing information and entertainment to millions of Europeans, particularly during the pandemic.

### [ACT Position Paper on the Digital Services Act](#)

The Association of Commercial Television in Europe (ACT) has issued its position paper on the Digital Services Act (DSA) proposal. The DSA addresses issues and areas Broadcasters are faced with on a daily basis, as players that stand at the nexus of media, technology, news and data policy. The DSA has a specific media dimension. ACT stresses the importance of seeing these proposals in light of fostering pluralism, safeguarding the rule of law whilst delivering innovative digital services, quality entertainment and trusted news.



### 'Love Island' UK wins MTV Movie & TV Award

Global phenomenon 'Love Island' took home the award for Best International Reality Series at the MTV Movie & TV Awards in LA. The show faced some fierce competition from other big titles in the category such as Acapulco Shore, Geordie Shore, Nailed It! and RuPaul's Drag Race UK. This is a fantastic recognition for the record-breaking dating sensation, which has already received several awards including a prestigious BAFTA award and two National Reality TV Awards.

### *MEDIASET*españa.



### Mediaset España best figures in the last six years

In April 2021 Mediaset España's reached a 29% share in each of its channels: a success which captured the interest of advertisers. "This is the result of the determined commitment that Mediaset España started years ago and that allows us to combine audience leadership and the best commercial targets in free-to-air television, making us the ideal choice for the planning of our advertisers and media agencies" stated Salvador Figueros, Director of Commercial Marketing of Publiespaña.



### NENT Group to launch Viaplay in the Netherlands with exclusive Formula 1® and Bundesliga rights

Nordic Entertainment Group (NENT Group) will launch its Viaplay streaming service in the Netherlands in Q1 2022 as the next step in its ongoing international expansion. Viaplay will become the exclusive Dutch home of Formula 1® in a three-year deal to 2024 and Bundesliga football until 2029 and will offer viewers a unique combination of premium live sports, Viaplay Originals, international films and series, and kids' content.



### RTL Group: Leaving no stone unturned

Fremantle adds landmark documentary 'Dreamland: The Burning of Black Wall Street', executive produced by LeBron James, to its factual slate for 2021. The documentary celebrates the Black cultural renaissance that existed in the Greenwood district of Tulsa, Oklahoma. The film investigates the history of the 100-year-old tragic race massacre in Greenwood that left an indelible, though hidden stain on American history.



### Sky's 2030 net zero targets approved by the Science Based Targets initiative

Sky has received validation of its ambitious 2030 science-based emissions targets with approval from the Science Based Targets initiative (SBTi). The globally respected SBTi commended Sky's 1.5°C-aligned targets, currently the most ambitious designation available through the process and in-line with the levels required to meet the Paris agreement goals. Sky's SBTi approved plan includes cutting emissions created from the use of its products, its suppliers across the world by 50%\* and by its business and investing in natural carbon sinks to absorb the emissions it has not cut yet to reach net zero by 2030.



**Groupe TF1 and Groupe M6 enter into exclusive negotiations**

Groupe TF1, Groupe M6, Groupe Bouygues and RTL Group announced that they have signed agreements to enter into exclusive negotiations to merge the activities of Groupe TF1 and Groupe M6 and create a major French media group. The new group would be well positioned to master the challenges arising from the accelerating competition with global platforms, active on the French advertising market and in the production of quality audiovisual content. The merger project has been unanimously approved by the Boards of Groupe Bouygues, RTL Group, Groupe TF1 and Groupe M6.



**UNITED  
MEDIA**

**The media of the Bulgarian Nova broadcasting Group have become part of United Media**

United Media has included the media owned by the Bulgarian Nova broadcasting Group in its structure. The United Media portfolio increased by 10 television stations, one of them with national frequency, by 12 web portals, five radio stations and a daily newspaper.



**ViacomCBS Consumer Products and Super RTL expand licensing deal in Germany, Switzerland and Austria**

Super RTL and ViacomCBS Consumer Products announce the expansion of their licensing agreement to include Nickelodeon's iconic kids' properties 'SpongeBob SquarePant's, 'Blaze and the Monster Machines' and 'The Loud House' in the GSA region.



**TELEVISION**

**Virgin Media's 'Connections for Good' campaign invites more experts to speak about well-being**

Virgin Media continues its Connections for Good 'Well-being' campaign by talking with a number of experts about mental health and well-being across a number of Virgin Media Television shows this week. Virgin Media's Connections for Good plan marks its new sustainability programme with three big promises: building connections for people, communities and the environment.

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**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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