

What's happening in European Commercial Broadcasting 7-11 June 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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[Combining live and immersive content drives Eurosport digital growth during Roland-Garros](#)

Eurosport has reported significant year-on-year growth of its audience on its digital platforms across Europe, in addition to viewers watching on discovery+*, following the first week of play at Roland-Garros, as fans streamed the action and engaged with exclusive content in their millions.



[ITV Studios adds to natural history slate as it takes Great Barrier Reef worldwide](#)

ITV Studios has added to its fast-growing slate of blue-chip natural history programming by acquiring the international distribution rights to the breath-taking Great Barrier Reef: The Next Generation, which follows a cast of young marine explorers on an immersive journey into the frenzy of life on the reef, showcasing one of the most incredible wonders of our natural world and how human intervention can aid its regeneration.



[NENT Group renews Camilla Läckberg's 'Hammarvik' for two further seasons](#)

Nordic Entertainment Group (NENT Group) has commissioned a further two seasons of its hugely popular Viaplay Original series 'Hammarvik'. Created by bestselling Swedish author Camilla Läckberg, the new seasons of 'Hammarvik' will continue to offer viewers a compelling blend of Nordic crime drama and soap opera and will premiere exclusively on NENT Group's Viaplay streaming service.



[RTL Group: An era of power draws to a close](#)

Large-format documentary about German Chancellor Angela Merkel starts on TV Now, RTL Germany streaming service. A child of the GDR, Chancellor and the world's most powerful woman, Angela Merkel is now in her fourth term and final months as Head of Government of the Federal Republic of Germany. After 16 years as Chancellor, September marks the end not only of an era, but of an era of power. Exclusively for TV Now, UFA Documentary has produced a five-part documentary on the life story of Angela Merkel in cooperation with UFA Fiction.



[Sanoma reinforces its climate action by committing to the Science Based Targets initiative](#)

Sanoma commits to setting emission reduction targets aligned with the Science Based Target initiative's (SBTi) criteria. The commitment reinforces Sanoma's climate target to reach net-zero emissions across its value chain by 2030. Vital environment is one of the six themes in Sanoma's updated Sustainability Strategy launched in March 2021.



[Sky Documentaries announces a slate of new original titles to mark channel's first anniversary](#)

Sky announced five new Sky Original documentaries that reinforce its commitment to provide customers with a destination for premium factual content. The slate of five new documentaries builds on a successful first year for Sky Documentaries since its launch in 2020. The newly commissioned feature length documentaries and series include an incisive look at the life of Mother Teresa which reveals the extraordinary truth about one of the most recognised yet enigmatic figures in contemporary history, alongside the under-reported story of the rise and fall of Michael X, a revolutionary once heralded as the UK's answer to Malcom X.



[Pluto TV and LG Electronics expand partnership in EU](#)

Pluto TV and LG Electronics announced the expansion of their partnership to offer Pluto TV channels on all 2016 to 2021 LG TVs running webOS in select European markets. With LG TV owners in Germany and the UK being the first to enjoy the Pluto TV app on LG TVs as of early this year, LG TV owners in France and Spain can now access the entire library of original and unique channels available directly from Pluto TV app on their LG TV.



TELEVISION

Virgin Media's Connections for Good Campaign to Showcase Pride for the Month of June

June is Pride Month, when the world's LGBT communities come together and celebrate the freedom to be themselves. At Virgin Media, as part of its 'Connections for Good' campaign, they are celebrating pride with a number of features and interviews across a selection of our top Virgin Media Television programming.

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

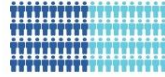
The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters across Europe and beyond. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that 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.