

## What's happening in European Commercial Broadcasting 14-18 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.

- EMR Invitation: Presentation of legal issue paper "Impact of the proposed Digital Services Act Package on broadcasting in Europe"
- Roland-Garros to remain on Discovery platforms in long-term deal with FFT
- ITV Launches Sustainability Pledge Ad-Break Takeover
- Mediaset España sees a strong recovery in 2021
- NENT Group to show FIFA Women's World Cup 2023 on Viaplay in Poland
- RTL Group: Taking a stand against discrimination
- Sky launches new campaign to help tackle loneliness amongst older people
- ViacomCBS Global Insights: 'Young People around the world stand up for equality'
- Virgin Media Television confirm brand new entertainment show 'The Big Deal' as filming begins



EMR Invitation: Presentation of legal issue paper "Impact of the proposed Digital Services Act Package on broadcasting in Europe"

On behalf of the ACT, Prof. Dr. Mark D. Cole, Director for Academic Affairs at the Institute of European Media Law (EMR), authored a legal issue paper highlighting from a media law perspective the main elements of DSA and DMA of concern to the broadcasting sector in Europe. During this online webinar he will present the main findings with interventions from the perspective of policymakers and stakeholders, followed by a Q&A with participants. You can register here.



### Roland-Garros to remain on Discovery platforms in long-term deal with FFT

Discoveryand the Fédération Française de Tennis (FFT) announced a new agreement that will see Roland-Garros brought to millions of fans across Europe for a further five years. This new deal will leverage Discovery's unique assets across Eurosport, discovery+ and its broad network of free-to-air channels throughout Europe, to ensure Roland-Garros continues to grow its audience in the world's most important tennis markets. Commencing 2022, the renewal of the multi-platform rights will extend the FFT's partnership with Discovery's premium sports brand Eurosport to over 35 years having delivered every Roland-Garros tournament since 1989.





#### **ITV Launches Sustainability Pledge Ad-Break Takeover**

ITV brought together four of the nation's favourite brands, Volkswagen, Sainsbury's, Inch's Cider and Ribena for a special 'Green Scene' ad-break takeover to mark World Environment Day with the brands unveiling sustainability pledges they have made to help the environment. The takeover is in association with ITV Home Planet, the company's initiative for sustainable brands to partner with ITV and encourage viewers to reduce their carbon footprint at home.

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#### Mediaset España sees a strong recovery in 2021

Mediaset España made public its first quarter financial report including some encouraging figures: the Group has achieved a net turnover of € 184M between January and March leading the advertising investment in television with 42% of the market share according to Infoadex. Paolo Vasile, CEO of Mediaset España, stated: "After a lukewarm start to the year, television and online advertising market have shown a strong growth as of April 2021, which heralds a significant recovery for the Spanish audiovisual industry and for the country's economy. As regards Mediaset Spain, the good prospects are encouraged by the prevalence of Telecinco as a favorite of the viewers and especially of the segments of the public preferred by the advertisers".



#### NENT Group to show FIFA Women's World Cup 2023 on Viaplay in Poland

Nordic Entertainment Group (NENT Group) has secured the exclusive media rights to show the FIFA Women's World Cup 2023™ on its Viaplay streaming service in Poland. All 64 matches from the biggest tournament in international women's football will be available to Polish fans live on Viaplay. NENT Group already holds the rights to show the FIFA Women's World Cup 2023™ on Viaplay in Sweden, Norway and Denmark.



#### RTL Group: Taking a stand against discrimination

RTL Group stands with RTL Hungary against the new Hungarian legislation which bans content promoting homosexuality or gender change. The following statement from RTL Hungary was released before the passing of the bill: 'Diversity and tolerance, including the protection of families and children, is of paramount importance to RTL Hungary, as reflected by our program policy and social responsibility. We are therefore extremely concerned that a bill submitted last week seriously violates freedom of expression and the non-discrimination principles of the European Convention for the Protection of Human Rights and Fundamental Freedoms'. RTL Group supports RTL Hungary with the following statement: 'Freedom of expression and diversity are at the heart of RTL Group. This is explicitly expressed in our mission statement which says: "We embrace independence and diversity in our people, our content and our businesses."





### Sky launches new campaign to help tackle loneliness amongst older people

During 'Loneliness Awareness Week' Sky has announced a new initiative, *Time to Care*, in partnership with Age UK and other older peoples' charities, to help tackle loneliness across the country. The newly launched *Time to Care* is part of Sky's wide-ranging volunteering programme, Sky Cares, which allows employees to give back to the communities where they live and work.

## **VIACOMCBS**

#### ViacomCBS Global Insights: 'Young People around the world stand up for equality'

To celebrate Pride Month, ViacomCBS Global Insights is revisiting research from its 'Beyond 2020: Global Youth – Voices & Futures' study to look closely at global youth aged 16 to 24, and their commitment to promoting greater equality both now and in the future.



#### TELEVISION

#### Virgin Media Television confirm brand new entertainment show 'The Big Deal' as filming begins

Virgin Media Television have announced a star-studded line-up for its brand-new entertainment show 'The Big Deal' which has started filming in Ireland. The Big Deal will showcase variety acts, from musicians and magicians through comedians and dancers to acrobats and the utterly undefinable. The only thing the performers have in common is an ability to make jaws drop, hearts race and eyes roll and occasionally tear up.

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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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