

What's happening in European Commercial Broadcasting 21-25 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.

- [European media call on policymakers to further strengthen the Digital Services Act proposal and to ensure that citizens can continue to engage online with the media they most trust and value](#)
- [EMR Webinar: Presentation of legal issue paper "Impact of the proposed Digital Services Act Package on broadcasting in Europe"](#)
- [ITV2 and ITV Hub launch new mental wellbeing series with Campaign Against Living Miserably](#)
- [Mediaset will market DAZN Serie A adverts](#)
- [NENT Group's Canneseries winner 'Partisan' renewed for second season](#)
- [For World Environment Day, M6 Publicité and Mediaplus unveiled a 100 per cent green advertising slot](#)
- [Sky Studios announces development deal with Noah Media Group](#)
- [Winnie the Pooh and the Royal Adventure](#)



[European media call on policymakers to further strengthen the Digital Services Act proposal and to ensure that citizens can continue to engage online with the media they most trust and value](#)

Europe's media sector welcomes the Commission's proposal on the Digital Services Act (DSA) and supports its aim of creating a safer, fairer, and more transparent online environment, based on European values and the protection of fundamental rights.



Institut für Europäisches Medienrecht
Institute of European Media Law
Institut du droit européen des médias

[EMR Webinar: 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 presented the main findings with interventions from the perspective of policymakers and stakeholders, followed by a Q&A with participants. You can watch the recording [here](#).



[ITV2 and ITV Hub launch new mental wellbeing series with Campaign Against Living Miserably](#)

ITV2 are to partner with charity CALM (Campaign Against Living Miserably) on a new six part series in which Kem Cetinay and Amber Rose Gill open up the conversation around mental health and wellbeing.

Produced by Twenty Six 03 for broadcast on ITV Hub, The Full Treatment will see Barber Kem and Beauty Therapist Amber inviting a series of well known faces to their salon where they'll chat about all of life's ups and downs - from candid conversations around relationships, to the times things have been turned upside down.



[Mediaset will market DAZN Serie A adverts](#)

On 17 June 2021 DAZN and Publitalia 80, Mediaset's advertising sales house for digital Pay TV channels, signed an agreement for the advertising sales of Serie A matches for the 2021-2024 seasons providing the best possible mix of customer experience and communication. Stefano Sala, President of Digitalia'08, stated: "It is an agreement of strategic importance for our Group but also for the market. This partnership will combine Dazn's more modern and flexible approach in dealing with sports products with Digitalia's solidity and many years of experience in service and relations with companies. Our goal will be to make the most of this offer, which is so central to advertising investors especially in a phase of economic recovery like the one we are experiencing in recent months".



[NENT Group's Canneseries winner 'Partisan' renewed for second season](#)

Nordic Entertainment Group (NENT Group) has commissioned a second season of its hit Viaplay Original 'Partisan', which received the prestigious Best Series award at Canneseries 2020. Amir Chamdin ('God Willing') will return to helm the new season, which will again feature a stellar line-up of Sweden's leading acting talents. Co-produced by Warner Bros. International Television Production (NENT Group's 'Love Me'), 'Partisan' season two will premiere exclusively on NENT Group's Viaplay streaming service in 2022.



[For World Environment Day, M6 Publicité and Mediaplus unveiled a 100 per cent green advertising slot](#)

For World Environment Day on 5 June, M6 Publicité and Mediaplus created the first carbon-neutral advertising slot, in which advertisements from six major brands were shown. In accordance with the 'Green GRP' principle, developed by Mediaplus and implemented by the association ClimatePartner, all advertisers featured in the green advertising slot on M6 committed to offsetting the carbon emissions arising from the broadcast, in certified climate protection projects.



[Sky Studios announces development deal with Noah Media Group](#)

Sky Studios, Sky's production and development arm across Europe, announced a multi-title development deal with Noah Media Group, the creators of some of the most acclaimed feature-length sports documentaries in recent years. The partnership will see the award-winning Noah team, which includes filmmaker Gabriel Clarke (Steve McQueen: The Man & Le Mans) and director/producer Torquil

Jones (Bobby Robson: More Than A Manager), co-produce an exclusive slate of feature documentaries and series across a range of topics, several of which will be rooted in sport.



Winnie the Pooh and the Royal Adventure

To celebrate 95 years of the world’s most famous bear, Winnie the Pooh, Disney has released a special animation entitled ‘Winnie the Pooh and the Royal Adventure’ featuring Pooh and Friends. The new 45-second animation has been created to celebrate Winnie the Pooh’s 95th anniversary, and pays tribute to Her Majesty The Queen, who also turns 95 this year.

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

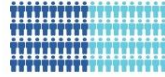
The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters across Europe and beyond. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that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