

## What's happening in European Commercial Broadcasting 5-9 July 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.

- [SundanceTV celebrates the return of the Cannes Film Festival in July with a selection of four of its best titles](#)
- [ITV Launch #MyPride digital series](#)
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- [NENT Group wins Premier League rights in the Netherlands, Poland, Estonia, Latvia and Lithuania from 2022 to 2028](#)
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### [SundanceTV celebrates the return of the Cannes Film Festival in July with a selection of four of its best titles](#)

To celebrate the return of the Cannes Film Festival with its 74th edition, from 6 to 17 July, SundanceTV is programming a monthly special with several titles that have triumphed on the 'Croisette' in recent years. Every Tuesday in July, SundanceTV celebrates the return of the largest film competition in the world with a selection of four great films that were awarded and nominated in past editions.



### [ITV Launch #MyPride digital series](#)

ITV launches #MyPride, a new six-part digital series championing and inspiring younger members of the LGBT+ community. Across the month of July 2021, ITV will be publishing six short-form films across ITV's digital platforms and ITV Hub. These videos will feature LGBT+ role models sharing their personal stories of coming out, self-acceptance and advice for young members of the community who may be struggling with their identity.



### [Mediaset moves forward with its international project](#)

"In the world of media, company dimension is increasingly important in international competitive dynamics", stated Fedele Confalonieri, confirmed President of Mediaset, on Wednesday 23 June 2021 at the Group's General Assembly. "For Mediaset, the need to renew and finalize the project for an international broadcasting corporation starts from this fundamental premise. Even in Europe, the line of consolidation will continue to develop. It is important that Europe can be an active subject, and not a passive object, to avoid the risk that a major international player makes its triumphal entry in the world of European media. Two possible developments for European broadcasters are coming: "in-

country consolidation", i.e. the consolidation of television operators within the same nation or linguistic region, and "cross-country consolidation", which looks at European consolidation as a possible strategy to be able to compete on the same level with the great American players".



**[NENT Group wins Premier League rights in the Netherlands, Poland, Estonia, Latvia and Lithuania from 2022 to 2028](#)**

Nordic Entertainment Group (NENT Group) has secured the exclusive media rights to show the Premier League, the world's best and most popular national football league, live on its Viaplay streaming service in the Netherlands, Poland, Estonia, Latvia and Lithuania from 2022 to 2028. The groundbreaking six-season deal expands NENT Group's long-term partnership with the Premier League to nine European countries, and will accelerate Viaplay's position as the home of premium streamed sports in NENT Group's newest markets.



**[RTL Group: Shared DNA](#)**

Super RTL in Germany and M6's Gulli announce strategic partnership within the European licensing market. With their combined cross-media and cross-platform expertise, Super RTL Licensing and Gulli together will drive the marketing of selected franchises and licenses products within France, Germany, Austria and Switzerland. As the two leading content providers for children within their respective markets, the synergy will create new opportunities and present a unique concept of license marketing to licensors, licensees and retail partners.



**[The Hundred x the LEGO Group x Sky Sports team up to inspire families and sports fans](#)**

The Hundred is thrilled to announce a ground-breaking partnership with the LEGO Group and Sky ahead of the launch of the 100-ball competition this summer. The new partnership will include a video where LEGO Minifigures of Andrew Flintoff, Ebony Rainford-Brent and a host of stars from The Hundred including Ben Stokes, Heather Knight, Moeen Ali and Kate Cross will highlight the fun, action packed nature of the new competition while introducing fans to the new rules and format.

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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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