

## What's happening in European Commercial Broadcasting 12-16 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.

- [ITV releases a message of support for the England team following racial abuse against players after Euro 2020 defeat](#)
- [Mediaset's "Don't fall into the net" against Internet Addiction Disorder \(IAD\)](#)
- [NENT Group to launch Viaplay in Poland on 3 August](#)
- [RTL Group: Set to counter disinformation](#)
- [Sky reveals first look trailer for highly anticipated fifth and final series of cult Sky Original drama, Gomorrah coming to Sky Atlantic and NOW later this year](#)
- [Deauville Green Awards 2021: TF1 Group received multiple awards!](#)



### [ITV releases a message of support for the England team following racial abuse against players after Euro 2020 defeat](#)

ITV have released a message of support for the England team following racial abuse against players after Euro 2020 defeat. The black and white image shows England players taking the knee accompanied by the powerful copy: 'Together we will never lose. ITV Stand with England'. ITV have posted this statement across social media and run the image as a press ad across all national newspapers their support for the England team.



### [Mediaset's "Don't fall into the net" against Internet Addiction Disorder \(IAD\)](#)

The new institutional social campaign "Don't fall into the net" is the new project conceived by Mediaset to raise awareness on Internet addiction (IAD, Internet Addiction Disorder), i.e. the excessive and uncontrolled use of the web that risks compromising personal, professional, family and social relationships. For three weeks Mediaset's networks, radio and digital platforms, will broadcast two 30 second commercials to explain this phenomenon through a sequence of black and white photographs: the devices create a cone of light which 'traps' the faces of young users invited "not to fall into the net" and to reach out for help in case of addiction.



### [NENT Group to launch Viaplay in Poland on 3 August](#)

Nordic Entertainment Group (NENT Group) will launch its Viaplay streaming service in Poland on 3 August. Viaplay will offer Polish viewers a unique combination of premium live sports, Viaplay Originals, international films and series, and kids content. Following its roll-out in Poland, Viaplay will be available

in nine European countries, with the US to follow in late 2021, the Netherlands in Q1 2022 and four more markets by the end of 2023.



**[RTL Group: Set to counter disinformation](#)**

RTL Luxembourg is one of the co-founders of the European Digital Media Observatory for Belgium and Luxembourg (EDMO BELUX), a new digital media and disinformation hub. EDMO BELUX is an EU-appointed hub for research on digital media and disinformation which will gather a network of more than 100 disinformation experts, set to launch in October 2021. The cross-community, multilingual collaboration hub based in Belgium and Luxembourg and will operate in Dutch, French, English, German and Luxembourgish.



**[Sky reveals first look trailer for highly anticipated fifth and final series of cult Sky Original drama, Gomorrah coming to Sky Atlantic and NOW later this year](#)**

Sky releases an exclusive first look teaser trailer for the highly anticipated fifth and final series of Sky Original, Gomorrah. The cult drama, which follows the organised crime clans in the ever-shifting underworld of the poverty-stricken Naples, Italy, coming to Sky Atlantic and streaming service NOW later this year.



**[Deauville Green Awards 2021: TF1 Group received multiple awards!](#)**

TF1 Group was awarded 7 times at the 10th edition of the Deauville Green Awards, an International Responsible Film Festival intended to promote awareness through the image around sustainable development. TF1 Group won the Green Gold Award and the Grand Documentary Prize for the report "Nanosurvies, the invisible powers of nature" co-produced by Ushuaïa TV.

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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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