

# What's happening in European Commercial Broadcasting 2-6 August 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.

- Black History Month on ITV
- Olympic Games drives record engagement on Discovery's digital platforms and strong linear share gains
- Notorious Pictures and Medusa Film signed an exclusive commercial distribution agreement
- NENT Group announces first Polish Viaplay Originals
- RTL says thank you
- Sky publishes 2020 Impact Report highlighting its societal and environmental initiatives and contributions
- MTV International's new series 'Out Loud Proud' celebrates Pride around the world
- <u>Virgin Media Ireland secures rights to UEFA Champions League, UEFA Europa League, UEFA Europa Conference League for the next three years</u>
- <u>Disney Donates Face Coverings to the "ELPIDA" Association of Friends of Children with Cancer across</u>

  Greece



### **Black History Month on ITV**

A series of specially commissioned films, as well as the return of the only comedy panel show about black history, will lead ITV's programming for Black History Month, this October. Building on last year's on-air campaign, October will again see a high-profile awareness raising campaign from ITV Marketing and ITV Creative.



## Olympic Games drives record engagement on Discovery's digital platforms and strong linear share gains

The opening week of the Olympic Games saw record numbers visit Discovery's digital platforms in Europe to enjoy every unmissable moment of Tokyo 2020. The desire of viewers to personalise their experience, by choosing to watch any of their national heroes or favourite sports, has seen new digital subscriptions in the first week of the Games reach double the total acquired around Olympic Winter Games PyeongChang 2018.



## Notorious Pictures and Medusa Film signed an exclusive commercial distribution agreement

On 2 August 2021 Notorious Pictures, a company listed on the AIM Italia market and active in the production, acquisition and marketing of film rights, announced to have signed an agreement with Medusa Film, Mediaset Group's subsidiary, for exclusive commercial distribution of the films featured



in its price list for the cinema. The partnership will start from 1 September and will allow both companies to combine the strength of two different and complementary editorial lines in order to propose to the public a wide and varied offer that includes production films distributed by Medusa and the international blockbusters of the Notorious Pictures line up. Giampaolo Letta, CEO of Medusa Film, declared: "At a time when cinema needs alliances and partnerships, we believe that collaboration between operators contributes to the growth of the film industry. We are therefore delighted with the partnership with Notorious for the theatrical distribution of their films in Italian cinemas. The Notorious price list will further enhance our presence on the market, allowing us to consolidate the relationship with the business and provide cinema lovers with an even wider and more heterogeneous offer ".



### **NENT Group announces first Polish Viaplay Originals**

Nordic Entertainment Group (NENT Group) has launched 'Polish Murderesses', 'Black Dog' and 'Freedom of the Swallow' as its first scripted Viaplay Originals in Poland. The shows explore an eye-opening range of compelling and often groundbreaking themes, and are in development with some of Poland's most well-known and exciting creative talents. Polish, Nordic and international original drama will be a cornerstone of NENT Group's Viaplay streaming service in Poland, alongside live sports, Hollywood films and series, and kids content.



### RTL says thank you

The live show 'RTL sagt Danke' (RTL says thank you) will show appreciation to all the people who have kept society up and running during the Covid 19 pandemic. On Saturday 28 August, the crème de la crème of the German comedy scene will come together at RTL Television for a broadcasted open-air live show full of humour and accompanied by musical acts. With the show 'RTL sagt Danke', it's time to say thank you to all everyday heroes for their tireless commitment to keep Germany going in the unprecedented challenges that the Covid 19 pandemic brought to society.



## Sky publishes 2020 Impact Report highlighting its societal and environmental initiatives and contributions

Sky has published its Group-wide Impact Report looking at the bigger picture of the societal and environmental progress the organisation has made in the period January to December 2020. The report outlines how Sky supported its customers, people, and local communities as well as the industries it operates in, through the Covid-19 crisis. It also highlights the Sky initiatives that are driving impact, such as employee volunteering programme Sky Cares, its inspirational digital skills programmes for young people, and the Sky Zero ambition to be net zero carbon by 2030. Furthermore, the report details Sky's action on diversity and inclusion.



## **VIACOMCBS**

### MTV International's new series 'Out Loud Proud' celebrates Pride around the world

MTV International's new short form series, 'Out Loud Proud' celebrates Pride around the world. Part of the MTV Generation Change campaign, the series celebrates inclusivity, positivity, and the diversity of "coming out" stories from celebrities and activists, including Hanne Gaby Odiele, Todrick Hall, Yasmin Benoit and Noks Simelane. The series is available across MTV International's digital platforms outside of the U.S. and on MTV linear channels in the U.K. It has also been adapted into local versions for MTV Italy and MTV Germany.



## <u>Virgin Media Ireland secures rights to UEFA Champions League, UEFA Europa League, UEFA Europa</u> Conference League for the next three years

Virgin Media Ireland has announced a major coup for Irish sports fans by securing multi-platform rights to the UEFA Champions League, UEFA Europa League and the new UEFA Europa Conference League for the 2021-24 seasons. The agreement sees Virgin Media acquiring Irish rights to the first pick UEFA Champions League fixture on the Wednesday of each match week, and the rights to show every game in the UEFA Europa League, as well as the UEFA Europa League final and the UEFA Super Cup.



## <u>Disney Donates Face Coverings to the "ELPIDA" Association of Friends of Children with Cancer across</u> Greece

As part of Disney's Corporate Social Responsibility program, a total of 100,000 reusable non-medical cloth face covers have been donated to children and families in local communities in need, across Europe, the Middle East and Africa (EMEA). In Greece, Disney has set "ELPIDA-Association of Friends of Children with Cancer" as the recipient of the donation of nearly 3,000 reusable non-medical cloth face covers featuring favorite Disney characters, to support children and families in need.

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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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