

What's happening in European Commercial Broadcasting 30 August – 3 September 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 invests in digital health disruptor Feel](#)
- [NENT Group's Viaplay becomes home of UEFA national team football in Estonia, Latvia and Lithuania](#)
- [New leadership for RTL Deutschland](#)
- [Sky Sports reveals new chapter in boxing, new fighters and winter boxing schedule](#)
- ["The Hunt for Salamander" series awarded](#)
- [Comcast and ViacomCBS Announce "SkyShowtime," a New Streaming Service to Launch in Select European Markets](#)
- ["PAW Patrol: The Movie" performs at box offices around the world](#)
- [Virgin Media Television launches its New Season Schedule with more entertainment, drama, true crime and top sport action than ever before](#)



[ITV invests in digital health disruptor Feel](#)

ITV has concluded an investment in Feel Holdings Limited, a UK-based digital health startup on a mission to clean up and disrupt the dietary supplements space. ITV has agreed to subscribe for up to £3m convertible loan notes in Feel Holdings Limited in three tranches. Feel will commence its tailored media campaign across ITV's channels later this year.



[NENT Group's Viaplay becomes home of UEFA national team football in Estonia, Latvia and Lithuania](#)

Nordic Entertainment Group and UEFA have agreed a long-term media rights partnership that makes NENT Group's Viaplay streaming service the exclusive home of UEFA EURO and FIFA World Cup qualifying matches and the UEFA Nations League in Estonia, Latvia and Lithuania from 2022 to 2028, in addition to the UEFA EURO 2024 and UEFA EURO 2028 tournaments. Fans in all three Baltic countries will be able to stream at least 60 matches played by their respective national teams and more than 1,200 matches from across Europe on Viaplay, along with world-class studio programming and commentary in local languages.



[New leadership for RTL Deutschland](#)

Following the decision to combine RTL Deutschland and Gruner + Jahr (G+J) as of 1 January 2022, RTL Group today announced changes to the management of RTL Deutschland. Effective as of 1 September

2021, Matthias Dang and Stephan Schäfer will take over the leadership of RTL Deutschland as Co-CEOs. The former CEO of RTL Deutschland, Bernd Reichart, will leave RTL Group to take on new management responsibilities within the Bertelsmann Group.



[Sky Sports reveals new chapter in boxing, new fighters and winter boxing schedule](#)

Sky Sports has announced details of its new generation of Boxing coverage following deals with promotional companies Top Rank and BOXXER, revealing the first fights in a busy new boxing schedule and fresh fight formats. Sky Sports is now the place to watch live Top Rank events from the United States in the UK & Ireland, while the partnership with BOXXER will deliver fights from elite fighters from the UK. Following the partnership announcement in June, Sky Sports is also refreshing its boxing offering and brand with the aim of giving fight fans unparalleled access to the sport’s leading pound-for-pound fighters from across the globe.



UNITED
M E D I A

[“The Hunt for Salamander” series awarded](#)

“The Hunt for Salamander” series, produced by Nova broadcasting Group in Bulgaria, won the award for the best series at Rome International Movie Awards. It was declared the best series in August. “Rome International Movie Awards” is a monthly online international film festival.

VIACOMCBS



[Comcast and ViacomCBS Announce “SkyShowtime,” a New Streaming Service to Launch in Select European Markets](#)

Comcast Corporation and ViacomCBS Inc. announced a partnership to launch a new subscription video on demand (SVOD) service in more than 20 European territories encompassing 90 million homes. “SkyShowtime” will bring together decades of direct-to-consumer experience and the very best entertainment, movies, and original series from the NBCUniversal, Sky and ViacomCBS portfolio of brands, including titles from SHOWTIME, Nickelodeon, Paramount Pictures, Paramount+ Originals, Sky Studios, Universal Pictures, and Peacock. The service’s vast slate will span all genres and audience categories, including scripted dramas, kids and family, key franchises, premiere movies, local programming, documentaries/factual content, and more.

VIACOMCBS

[“PAW Patrol: The Movie” performs at box offices around the world](#)

“PAW Patrol: The Movie”, a Paramount release targeted at very young kids that’s also streaming on Paramount+, is based on an immensely popular Nickelodeon series. Internationally, the pups fetched another \$10.3M in 46 markets during the weekend to lift the international cume to \$37.8M in 85% of the offshore footprint. Positive word of mouth helped the drop to come in at just 30%. In new openings, Russia gave the troupe a No. 3 start with \$770K at 1,220 locations; Spain was a No. 1 launch with \$590K from 352. Also debuting to No. 1 were Argentina and Chile. Germany had a great 11% dip while France was down 29%. The top markets to date are the UK with \$7.9M, France at \$6.9M and Germany at \$6.1M.



TELEVISION

Virgin Media Television launches its New Season Schedule with more entertainment, drama, true crime and top sport action than ever before

Virgin Media Television (VMTV) announced details of its most ambitious new season schedule yet, linking up with international partners to bring viewers more entertainment, drama, factual and sport than ever before. VMTV continues to go from strength to strength from trusted News and Current Affairs, and the best of home-grown drama, chat and entertainment to top tier free-to-air sport, the best international TV shows and Ireland’s best in class free streaming service, the Virgin Media Player.

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.

Unsubscribe

ACT complies with EU privacy rules and is respectful of fundamental rights. This newsletter is sent to you on the basis of legitimate interest. As a stakeholder or interested party in EU media related policy we believe that bringing this information to your attention is of benefit. Should this not be the case and you no longer wish to receive this newsletter, please respond “unsubscribe” to this email.