

## What's happening in European Commercial Broadcasting 6-10 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.

- [AMC Releases First Trailer and Official Poster For Season Two Of Its Original Series 'The Walking Dead: World Beyond'](#)
- [Gulli's rentrée: 'The legend of Spark'](#)
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### [AMC Releases First Trailer and Official Poster For Season Two Of Its Original Series 'The Walking Dead: World Beyond'](#)

AMC launches the official poster and the first trailer with Spanish subtitles for the second season of 'The Walking Dead: World Beyond', which will premiere in Spain on October 4. The channel also announces that actress Pollyanna McIntosh will join this second season, which will consist of 10 episodes.



### [Gulli's rentrée: 'The legend of Spark'](#)

As of beginning of September, Gulli (M6 group) enriches its weekends, with several new features including 'The Legend of Spark'. Spectacular cars, racing races: 'The Legend of Spark' promises a unique spectacle for children. Produced by Alpha Group (Super Wings™), the Gulli series combines adventure and comedy with endearing characters with Spark, the mechanic's car.



### [ITV to be home of England Women's football team](#)

ITV will show England Women's Senior team's tournament qualifiers and friendlies in a new four year deal announced this week. From this current season up to and including 2024/25, the Lionesses' efforts to reach both World Cup and European Championships as well as friendly games will be broadcast live and free to air on ITV, ITV4 and ITV Hub.

## **MEDIASET**españa.



### [Mediaset España will set up Mediaset Games](#)

Mediaset Games will be a video game production company to exploit film and television licenses in the library of Mediaset España through new content formulas with the aim of growing its formats beyond the small and the big screen and reaching the youngest audiences. Starting from the plots and the protagonists of the three next films of Telecinco Cinema, the Group's cinematographic subsidiary, the official video games of the long-awaited 'Malnazidos', 'Way Down' and 'Tadeo Jones 3: The Curse of the Mummy' will soon be launched, co-produced with PlayStation®Talents, the Sony Interactive Entertainment Spain (SIE Spain) program. The aforementioned titles will be developed by the award-winning studio Gamera Nest. In this first phase, the three games will be released for the PlayStation®5 (PS5™) and PlayStation®4 (PS4™) game consoles.



### [NENT Group and Play sign Polish Viaplay distribution partnership](#)

Nordic Entertainment Group (NENT Group) and Poland's leading mobile operator Play have agreed a multi-year distribution deal that makes NENT Group's Viaplay streaming service broadly available to Play's millions of postpaid subscribers. Viaplay offers viewers in Poland a unique combination of Viaplay Originals, international films and series, kids content and premium live sports such as Bundesliga football, with Premier League and Formula 1 to be added in the coming years.



### [RTL Group: Together in solidarity](#)

RTL Belgium together with public service broadcaster RTBF launches Ensemble Solidaires (Together in solidarity), an online platform to continue the support for flood victims in the French-speaking region of Belgium. The online platform is a simple, intuitive and efficient tool designed to meet two objectives: Firstly, to centralise the transfer of goods and services to flood victims in need of assistance; Secondly, to collect practical information via an easy-to-use interface in one central location. The platform is also enriched with articles from the various editorial offices involved in the project, in order to cover progress on the ground and share information on new aid available.



### [Sky Sports celebrates 25 years of women's golf as new rights deal is announced](#)

As the Solheim Cup returned to Sky Sports for the 17th consecutive edition last weekend, Sky Sports has announced a three-year extension of its existing rights deals for both the Ladies Professional Golf Association (LPGA) and the Ladies European Tour (LET). The extension of the LPGA deal will see Sky Sports continue to be the home for all five women's golf majors: the KPMG Women's PGA

Championship, the Evian Championship, ANA Inspiration, the US Women's Open and the AIG Women's Open.



**[TF1 Group acquires rights for the next two Rugby World Cups](#)**

TF1 Group, which has broadcast Rugby World Cups since 1991, announces the renewal of its partnership with World Rugby. The two partners are delighted to have reached an agreement on the acquisition of the broadcasting rights for Rugby World Cup 2023 in France (8 September - 28 October), and Rugby World Cup 2021 in New-Zealand (8 October -12 November 2022).



**TELEVISION**

**[YouTube Kids App launches on Virgin TV 360 Platform](#)**

Virgin Media announces the launch of YouTube Kids on the Virgin TV 360 platform. YouTube Kids is an app which gives parents greater peace of mind and more control over their children's viewing habits. The app lets parents and kids access a wide range of age-appropriate content across a number of popular genres and is divided into key segments including Shows, Music, Explore and Gaming. YouTube Kids is a place to help ignite children's inner creativity and playfulness and has everything from their favourite shows and music to learning how the world works.

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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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