

## What's happening in European Commercial Broadcasting 13-17 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.

- [ACT hiring Junior Policy Officer for IP & COMP](#)
- [ACT hiring Junior Policy Officer for AV & DATA](#)
- [ACT speaks at the SIGA Sport Integrity Week](#)
- [New long-term deal sees Tennis Australia and discovery extend Australian Open partnership for a decade](#)
- [ITV, STV, Sky, and Channel 4 unite to promote the mental and physical health benefits of the Daily Mile](#)
- [Mediaset's 2021 first half report confirms return to new normal](#)
- [NENT Group and Filmlance adapt Astrid Lindgren's 'Ronja the Robber's Daughter' as major Viaplay Original](#)
- [RTL Hungary: A record number of awards](#)
- [BBC and Sky extend long-term strategic partnership](#)
- [Olivier Jollet, SVP at ViacomCBS Networks International, speaks at Series Mania about Pluto TV](#)
- [Virgin Media partners with Google Ireland to successfully diversify digital ads revenue](#)



### [ACT hiring Junior Policy Officer for IP & COMP](#)

The Association of Commercial Television in Europe (ACT) is looking to hire a Junior EU Policy Officer to support the team with work particularly in the field of EU Intellectual Property Rights (IP) and competition (COMP) policies. We are looking for a young public affairs practitioner that has minimum one year of experience in EU policy and an understanding and passion for EU IP and COMP policies. The successful candidate will be asked to start asap and report to the Senior Policy Officer responsible for IP and COMP.

### [ACT hiring Junior Policy Officer for AV & DATA](#)

The Association of Commercial Television in Europe (ACT) is looking to hire a Junior EU Policy Officer to support the team with work particularly in the field of EU audio-visual (AV) and data policies. We are looking for a young public affairs practitioner that has one year of experience in EU policy with an understanding of EU AV and data policies. This encompasses digital policies impacting the media space as applies to consumer protection, advertising, privacy and related issue. The successful candidate will be asked to start asap. The candidate will report to the Senior Policy Officer responsible for AV & Data.

### [ACT speaks at the SIGA Sport Integrity Week](#)

On 14 September 2021, Grégoire Polad, ACT Director General, spoke at the SIGA Sport Integrity Week.



**[New long-term deal sees Tennis Australia and discovery extend Australian Open partnership for a decade](#)**

Discovery Sports announced it has reached an agreement with Tennis Australia to broadcast the Australian Open live and exclusively on a pan-European basis through to 2031. The long-term agreement, commencing in 2022, includes all linear and digital rights and will extend Eurosport's association with the first Grand Slam on the tennis calendar to more than 25 years having broadcast its first Australian Open in 1995.



**[ITV, STV, Sky, and Channel 4 unite to promote the mental and physical health benefits of the Daily Mile](#)**

TV, STV, Sky, and Channel 4 have joined together in a national campaign to encourage millions of children to get back to being fit and active with The Daily Mile. The TV advertising campaign highlights the powerful impact that The Daily Mile has on children's physical and mental wellbeing. This campaign is part of a £10m commitment from broadcasters, and INEOS' ongoing support to improve children's physical and mental health.



**[Mediaset's 2021 first half report confirms return to new normal](#)**

Despite a context still conditioned by the health emergency in both Italy and Spain, Mediaset Group closed the first half of 2021 with a significant increase in its results, not only compared with the same period in 2020 but also compared with the pre-pandemic first half of 2019. Advertising revenues registered a steady growth (in Italy sales increased for the fourth consecutive quarter) and on the basis of Nielsen data (i.e media outlets including TV, print, digital, out-of-home and cinema) in the first half of 2021 Mediaset performed better than the overall advertising market.



**[NENT Group and Filmlance adapt Astrid Lindgren's 'Ronja the Robber's Daughter' as major Viaplay Original](#)**

Nordic Entertainment Group (NENT Group) and Filmlance International, a Banijay company, are partnering with The Astrid Lindgren Company to adapt Astrid Lindgren's world-famous story 'Ronja the Robber's Daughter' into a major Viaplay Original family fantasy series. Scripted by 'The Bridge' creator Hans Rosenfeldt, directed by Lisa James Larsson ('Victoria') and featuring groundbreaking visual effects, 'Ronja' represents a milestone in establishing NENT Group's position as the leading producer of premium Nordic content for local and international audiences. The series will premiere exclusively on NENT Group's Viaplay streaming service from 2023 with 12 episodes across two seasons.



### [RTL Hungary: A record number of awards](#)

RTL Hungary won a record of six awards, with two awards given to The Masked Singer produced by UFA Magyarország, at Hungary's Television Journalism Awards. In the eighth edition of the Hungarian Television Journalism Awards ceremony, RTL Hungary won a record number of awards. Out of a total of 21 nominations in 11 of 12 possible categories, RTL Hungary took home six awards, becoming the winner of the gala.



### [BBC and Sky extend long-term strategic partnership](#)

The BBC and Sky announced they have renewed and expanded their long-term strategic partnership to further showcase the BBC's brands and services on Sky's TV products. The agreement will ensure that the BBC's high quality original content will be even more prominent on Sky platforms by making it even easier for Sky customers to find programmes on BBC iPlayer and BBC Sounds, both now and in the future. It also re-enforces their joint support of the UK creative economy – with a common goal between both organisations to invest in high-quality programmes and news made in the UK for UK audiences.

## **VIACOMCBS**

### [Olivier Jollet, SVP at ViacomCBS Networks International, speaks at Series Mania about Pluto TV](#)

Olivier Jollet, Senior Vice President of Streaming Strategy & Business Development and Head of mobile at ViacomCBS Networks International, spoke at Series Mania Festival about Pluto TV, ViacomCBS free streaming television service.



**TELEVISION**

### [Virgin Media partners with Google Ireland to successfully diversify digital ads revenue](#)

Virgin Media has successfully diversified its revenue streams across its streaming platforms through an innovative approach to its digital advertising developed with Google Ireland. With a goal to provide a bespoke market offering to advertisers, while ensuring a seamless experience for users, Virgin Media collaborated with Google Ireland to produce a first-of-its kind integration of Pause Ads for Google Ads Manager. The Pause Ads product means advertisements appear on screen when viewers pause the playout on their device. Using Google Ad Manager, advertisers can access this feature initially on desktop and expanding to all Virgin Media digital streaming platforms.

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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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