

What's happening in European Commercial Broadcasting 20-24 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
- Canal+ Group to acquire majority stake in SPI International
- <u>ITV Studios inks co-production deal with Tencent Video for the landmark natural history series A Year on Planet Earth</u>
- Mediaset's thematic channels on the rise thanks to a varied programming that goes from Dante's anniversary to the Rugby Championship
- NENT Group to launch Viaplay in five new markets and targets 12 million subscribers by end of 2025
- RTL Group: 10,617,189.33 times thank you
- Sky Deutschland unveils slate of new Sky Originals
- 'Awake' the first Serbian series in the official selection of Canneseries
- Pluto TV expands global footprint with launch in Italy on October 28th



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.



Canal+ Group to acquire majority stake in SPI International

CANAL+ will acquire a 70% majority stake in SPI International while keeping the current management team and operational structure in place. SPI INTERNATIONAL, a global media company operating 42 TV channels and multiple digital products across six continents, and a major player in content distribution



and broadcasting worldwide, is now joining forces with Canal+ Group. This acquisition will help CANAL+ to expand its strategy of investing in content and reinforce its offers on its different markets, by relying on European leader Studiocanal, Kino Świat in Poland, and now SPI INTERNATIONAL.



<u>ITV Studios inks co-production deal with Tencent Video for the landmark natural history series A Year</u> on Planet Earth

ITV Studios unveils Tencent Video as their latest international co-production partner for the highly-anticipated natural history series A Year on Planet Earth, originally commissioned by ITV in the UK and produced by Plimsoll Productions, in association with ITV Studios.



Mediaset's thematic channels on the rise thanks to a varied programming that goes from Dante's anniversary to the Rugby Championship

2021 is an important year for Mediaset's thematic networks. Marco Costa, Mediaset's Free and Pay thematic channels Director, illustrated the results which confirms its leadership: thanks to a package of a dozen channels, from Iris to La5, from 20 to Focus, from TopCrime to Cine34, and then Italia2, Extra, Tgcom24, Boing and Cartoonito, Mediaset offers a great varied programming able to intercept a broader target, confirming the positive trend of recent years. Moreover, Mediaset and Italian Rugby Federation announced an agreement to broadcast free to air the United Rugby Championship on 20 whilst on Focus an innovative format, "Mediaset for Dante", was launched to celebrate the 700th death anniversary of the Sommo Poeta: for 41 running hours, Focus broadcast the full text of Divina Commedia, inserting it in a special frame during its regular programming. On the left the viewer could read the number of the Canto to which the text on the air belonged and at the bottom all 14,233 verses scrolled in a continuous flow. Each tercet remained on the screen for 31 seconds.



NENT Group to launch Viaplay in five new markets and targets 12 million subscribers by end of 2025

Nordic Entertainment Group (NENT Group), one of the world's fastest growing streaming groups, will launch its Viaplay streaming service in five new markets by the end of 2023. Viaplay will launch in the UK in the second half of 2022 and then in Canada, Germany, Austria and Switzerland during 2023. Viaplay will then be present in a total of 16 countries, compared with the original target of 15 announced in November 2020. NENT Group has also increased its target for the total number of Viaplay subscribers by the end of 2025 from approximately 10.5 million to approximately 12 million, of which approximately 6 million are now expected to come from international markets, compared with the original target of approximately 4.5 million.





RTL Group: 10,617,189.33 times thank you

On 18 September, the grand finale of the annual charity event Télévie was broadcast by RTL Belgium. In the 33rd edition of Télévie, the total amount raised for cancer research was €10,617,189.33. This amount demonstrates the dynamism, enthusiasm, perseverance and resilience of the entire Télévie community, which has been mobilised for a year to give everything to the charity event.



Sky Deutschland unveils slate of new Sky Originals

Sky Deutschland has announced a range of new original series *Autobahn, Tender Hearts* and *Chameleon,* alongside plans to bring customers over 60 German and international Sky Originals next year. The news follows the arrival of four new channels Sky Crime, Sky Comedy, Sky Nature and Sky Documentaries in Germany.



'Awake' the first Serbian series in the official selection of Canneseries

United Media produced 'Awake' series is the first from Serbia selected by the prestigious international series festival in Cannes (Canneseries). The series was included in a selection of ten series that will be presented to viewers this year in Cannes at the festival which will be held from October 8 to 13.

VIACOMCBS

Pluto TV expands global footprint with launch in Italy on October 28th

ViacomCBS Networks International (VCNI) announced that Pluto TV will launch in Italy on October 28. With over 52 million global monthly active users spanning 25 countries in three continents, Pluto TV will be Italy's first Free ad-supported television (FAST) service and will complement Paramount+ when the premium streaming service launches in Italy in 2022.



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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