

What's happening in European Commercial and VOD Broadcasting 27 September – 1 October 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.

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[ACT name evolves to incorporate Video on Demand Services, reflecting the diversity of member offers and contribution to media pluralism](#)

To reflect its leading role as a central provider of Video on demand services in addition to commercial broadcasting services, ACT has changed its name to the Association of Commercial Television and Video on Demand Services in Europe. The evolution of the ACT name reinforces our Members' commitment to educate, inform and entertain audiences across all platforms and media.



[In Cold Blood wins International Emmy® for Current Affairs](#)

ITV's Exposure film In Cold Blood was last night awarded the International Emmy® for Current Affairs - the fourth Exposure film to take home the award in five years. Produced by DSP for ITV Network, this feature-length documentary examined the biggest treatment disaster in NHS history.



[Mediaset Infinity enhances its offer with new features](#)

Mediaset Infinity has launched six vertical channels targeted to fans of specific genres, from crime to history. In addition to free access to Mediaset programmes both live and on-demand, Infinity+ further increases its array of high-quality content: six international thematic channels - Starzplay, Moonbug Kids, Crime + Investigation Play, History Play, Blaze Play and Midnight Factor - are now offered along with the UEFA's Champions League.



NENT Group to show INDYCAR SERIES in nine countries until 2024

Nordic Entertainment Group (NENT Group) has extended its rights to show NTT INDYCAR SERIES motorsport until 2024. NENT Group's Viaplay streaming service will continue showing every race from North America's premier motorsport competition in Sweden, Finland, Denmark, Norway and Iceland, while adding Poland, Estonia, Latvia and Lithuania for the first time.



RTL Group: Hype or here to stay?

The concept of retelling real crimes in documentary form has conquered all media channels. Data Alliance, the data and research competence centre of RTL Deutschland and Gruner + Jahr, has investigated what makes true crime so appealing. To understand this phenomenon, four discussion groups were conducted, and the resulting qualitative conclusions quantified with an online survey. The core result showed that true crime fulfils the most diverse psychological needs: curiosity, creepiness and wanting to understand why some become criminals and others become victims. The fascination with evil appeals to all genders and all ages.



Young people challenge world leaders in new Sky Kids Original, 'COP26: In Your Hands'. Are they listening?

Sky announces a one-off documentary, 'COP26: In Your Hands', which launches on Sky Kids and streaming service NOW on 18 October ahead of the UN Climate Change Conference, COP26 in November. The 30-minute Sky Original documentary, commissioned by Sky Kids, 'COP26: In Your Hands' is introduced by HRH Prince Charles who outlines his concerns for the planet. The programme also features UK Prime Minister Boris Johnson, as the host of COP26.



Parot wins best screenplay at the Berlin TV Series Festival

Parot, the hit series produced by VIS, a division of ViacomCBS, in association with RTVE and in collaboration with Onza, brings home top honors in the Best Screenplay category at the Berlin TV Series Festival. The series recently premiered in Latin America exclusively on Paramount+ and will soon premiere in Spain on TVE, after having been available on Amazon Prime Video in the region.

About the Association of Commercial Television and Video on Demand Services in Europe

The Association of Commercial Television and Video on Demand Services 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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