

What's happening in European Commercial and VOD Broadcasting 11-15 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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[Unwind with ITV - ITV launches new nightly mindfulness programme](#)

Following World Mental Health Day, ITV has announced the launch of Unwind with ITV, a daily series of calming and reflective programming encouraging mindfulness and self-care, as a new strand running in twilight hours on ITV, for those who are awake at that time, whatever the reason. It will also gently direct people to sources of mental health support and information.



[Mediaset's Taodue signed Multi-Territory Deal with Walter Presents](#)

Taodue, Mediaset's subsidiary, leading in the distribution and in-house production of television and movie content, has inked a multi-territory deal with Walter Presents, foreign-language drama streamer, for five of its programs for 2022/23. The Silence of Water, Rosy Abate, Codename Solo, Love And Sacrifice and Winds Of Passion will be made available on the PBS Masterpiece Prime Video Channel in the U.S. and Canada, and on Comcast Xfinity X1 and Roku in the U.S. The Silence Of Water will also launch in Australia on Stan and in New Zealand via TVNZ. Claudia Marra, Mediaset's International Sales Manager, stated: "We are excited to start this new collaboration with Walter Presents, a true authority in the international series landscape and we are happy to have some Italian dramas spread in the USA, Canada, Australia and New Zealand. It is a good moment for Italian content to travel and we trust audiences will appreciate our taste".



[NENT Group names 'Elvira' as latest Danish Viaplay Original drama](#)

A first-time star portraying Denmark's unlikeliest detective is the premise for 'Elvira', the next Danish Viaplay Original by Nordic Entertainment Group (NENT Group). Starring rising talent Sara Klein and adapted from an acclaimed series of novels, the offbeat drama joins international hits such as 'Face to Face' and 'Those Who Kill' on NENT Group's slate of

premium Danish shows, and will premiere exclusively on the company's Viaplay streaming service in 2022.



Dutch horror and documentaries

Videoland Academy, an initiative from RTL Nederland which is supported by the Dutch Film Fund, aims to discover screenwriters and documentary makers who are at the beginning of their professional career and dare to tell innovative stories within specific genres that appeal to a large audience. Filmmakers are invited to tell their creative stories as a film or documentary, since Videoland Academy aims to further expand these formats in the Netherlands. For the third edition, Videoland Academy is searching for contemporary, original and accessible stories in the genre of Dutch fictional horror, alongside documentaries with a Dutch focus. The aim is for the selected films to premiere during the 2023 editions of the Netherlands Film Festival and International Documentary Filmfestival Amsterdam (IDFA), before streaming exclusively on Videoland.



Public appetite for women's sport has risen through the pandemic

Public interest in women's sport has risen during the period of the pandemic with 21% of UK adults saying they follow it more than they did 18 months ago, according to a new report published by Sky Sports and Leaders in Sport. Analysed in 'Women's Sport: bouncing back from the pandemic?' the new data reveals the nation's growing interest in women's sport, with over two-thirds (68%) of those who follow more women's sport stating that their enjoyment of broadcast coverage has fuelled that interest.



"LOUCA" the new animated series in development with Media Valley & Belvision

TFOU, TF1's children slot, announces the signature of a development agreement with Media Valley and Belvision on the animated series "LOUCA". Based on the hit comic books by Bruno Dequier, published by Dupuis, this new animated series is mixing comedy and adventure and consists of 26 episodes of 22 minutes targeting kids 6 to 10.



Pluto TV and BBC Studios extend partnership with new European channel offering

Pluto TV, ViacomCBS free streaming television service, announced a partnership with BBC Studios that brings three new channels to the streaming service across the five European countries of Germany, Switzerland, Austria (GSA), France and Spain.

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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