

What's happening in European Commercial and VOD Broadcasting 15-19 November 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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[World Television Day celebrates today's TV around the globe](#)

TV companies around the world celebrate World Television Day on 21 November to remind us of television's continuous and profound transformation to become TV, a Total Video experience. As part of the annual United Nations initiative, [a 30 second spot](#) will be broadcast and shared online worldwide as an invitation to discover it all. For this special edition - the 25th anniversary of the initiative launched by the UN in 1996 - World Television Day celebrates a truth that holds around the globe: TV has evolved to become much more than it used to be.



[DSA: ACT welcomes General Approach yet identifies important improvements for upcoming trilogue](#)

The Association of Commercial Television and Video on Demand Services in Europe (ACT) welcomes the endorsement by the Committee of Permanent Representatives (COREPER) of the Digital Services Act. The Digital Services Act marks the accomplishment of a long process towards the necessary framing of the digital space to ensure a diverse, innovative and secure media landscape.



[Crime + Investigation addresses 'machismo' in WhatsApp groups in its new campaign against gender violence](#)

On the occasion of the International Day for the Elimination of Violence against Women (November 25), the television channel Crimen + Investigación, in collaboration with the Ana Bella Foundation, renews its commitment to the fight against Gender Violence with the premiere of the campaign 'Change the beginning of the story, it all starts with a message'. Composed of three different spots, the initiative will be present within the channel's programming from 18 November until 9 December. In addition, AMC Networks will broadcast the campaign on 14 of its channels, including AMC, Canal HISTORIA or Canal Cocina.



[ITV2's Blood Squad campaign returns to support NHS Blood and Transplant](#)

ITV2's Blood Squad returns for its fourth year, as ITV2 teams up again with NHS Blood and Transplant to appeal to young people to help save and improve lives by giving blood. A series of special promos featuring the likes of Tiffany Calver, Darren Harriott, Joel Dommett and Emily Atack will return to our screens across ITV2 and social media on November 16th. With the message that donating blood can save or improve up to three lives, Blood Squad aims to help rebuild and future proof the pool of regular blood donors as the NHS recovers from the pandemic.



[Mediaset awarded exclusive rights of "Sissi" series](#)

Expected across Europe and produced by German TV RTL with Beta Film, "Sissi" shows the life of Duchess Elisabeth of Bavaria up to the moment she became Empress of Austria. Mediaset has been awarded the rights: the six one-hour episodes will be broadcast on Mediaset flagship Canale 5 in absolute exclusivity. "Sissi" is already among the most awaited TV series of the year throughout Europe and it had its world premiere at Canneseries last October.



[Viaplay to show OBOS Damallsvenskan football in 10 countries until 2026](#)

Nordic Entertainment Group (NENT Group) and the Swedish Elite Football Dam (EFD) have agreed a long-term partnership to show OBOS Damallsvenskan football on NENT Group's Viaplay streaming service and to develop the competition into the world's best women's football league. Viaplay will show every OBOS Damallsvenskan match in all Nordic and Baltic countries, Poland and the Netherlands from 2022 to 2026, with extensive coverage on NENT Group's TV channels in Sweden. The agreement means Viaplay will stream more live hours of women's football than any other service.



Transforming RTL Group

On 16 November 2021, CEO Thomas Rabe welcomed more than 250 executives to the fourth RTL Group Virtual Management Meeting to discuss how the Group is being transformed into a cross-media champion and global content powerhouse. Thomas Rabe said: “We decided to boost our streaming businesses on the basis of a strong momentum, with much higher investments in content and platform and much higher subscriber targets (...)”.



Peacock European rollout begins on Sky

Sky and NBCUniversal announced plans to rollout Peacock content across Sky territories, beginning with a soft launch in the UK and Ireland. Starting 16th November and included at no additional cost, Sky TV customers and NOW Entertainment Members in these markets will enjoy early access to a new Peacock destination, featuring a growing catalogue of world-class original and iconic TV shows and movies from across NBCUniversal, that will be ramping-up over the coming months.



MTV EMAs show in Hungary highlights support for LGBTQ people

The 2021 MTV European Music Awards show has been held in Hungary's capital of Budapest where some performers expressed their support and solidarity to the country's embattled LGBTQ community.



Disney+ in Europe unveils more new content for subscribers

On 12 November, The Walt Disney Company in EMEA celebrated Disney+ Day, by confirming more titles launching on Disney+ this year; and unveiling new EMEA Original commissions.

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.