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What's happening in European Commercial and VOD Broadcasting 22-26 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.

- Broadcasters welcome political advertising initiative Encourage co-legislators to address political advertising online and deliver on transparency
- The media sector calls for remaining loopholes in the DMA to be addressed during trilogue
- **ITV Commercial announces ITV AdLabs**
- Viaplay secures exclusive KSW rights in 10 countries
- RTL Croatia highlights equal opportunities for children with its new campaign "You can be anything you want"
- Euphoria Official Teaser Revealed as Season 2 Returns to Sky and NOW this January
- TF1 Group in the top 3 most responsible companies in France
- ViacomCBS takes home 18 awards at the latest Promax Global Excellence Awards









Broadcasters welcome political advertising initiative - Encourage co-legislators to address political advertising online and deliver on transparency

Public and Private broadcasters welcome the European Commission's legislative proposal on political advertising and call on bold transparency measures and a proper framing of the micro-targeting of political advertising online through the proposed regulation on the transparency and targeting of political advertising.













The media sector calls for remaining loopholes in the DMA to be addressed during trilogue

The European media sector, through the voice of public and commercial broadcasters, radios and the press, acknowledges the General Approach adopted by the Council of the European Union on the Digital Markets Act ("DMA"). This step forward reflects the political consensus across Member States that swift action is required to rebalance the digital competitive environment in order to preserve a diverse, vivid and innovative media landscape.

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ITV Commercial announces ITV AdLabs

ITV announces the launch of ITV Adlabs - a new enterprise and strategy to bring together all of ITV Commercial's innovation. Initially, ITV AdLabs will cover three areas of innovation, Digital Products, Digital Partnerships and Strategic Insight, bringing together the various products and developments that ITV's commercial team have been trialling and bringing to the market in recent months such as Dynamic Creative advertising on Planet V, widening the reach of Shoppable, bringing ITV's IP into the Metaverse and launching new commercial models with partners including Twitter.



Viaplay secures exclusive KSW rights in 10 countries

Viaplay has agreed a long-term partnership with KSW, Europe's leading mixed martial arts (MMA) organisation, to become the exclusive streaming home in 10 countries of KSW's live events from December 2021. Based in Poland, KSW enjoys a passionate following, and from 2022 the organisation will stage 12 events each year featuring top Polish and international MMA competitors.



RTL Croatia highlights equal opportunities for children with its new campaign "You can be anything you want"

World Children's Day is celebrated annually on 20 November, and this year' theme was "A Better Future for Every Child". RTL Croatia marked World Children's Day by launching the campaign "You can be anything you want" on its children's channel RTL Kockica. The campaign reflects the theme of World Children's Day and highlights one of the fundamental rights of children: concerning development, learning and education for each child to reach their full potential.



Euphoria Official Teaser Revealed as Season 2 Returns to Sky and NOW this January

Created, written, and directed by Sam Levinson, and starring Emmy winner Zendaya, Euphoria is set to return to Sky Atlantic and streaming service NOW for its eight-episode second season from 10th January. Where amidst the intertwining lives in the town of East Highland, 17-year-old Rue (Zendaya) must find hope while balancing the pressures of love, loss, and addiction.



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TF1 Group in the top 3 most responsible companies in France

The TF1 Group occupies 2nd place in the ranking of the most responsible companies in France, published in the newspaper Le Point. This ranking, produced in partnership with the German Statista Institute, is drawn from a list of 2,000 companies based in France and having at least 500 employees. It considers three main criteria: environment, social and governance.

VIACOMCBS

ViacomCBS takes home 18 awards at the latest Promax Global Excellence Awards

ViacomCBS EMEAA creative teams took home a total of 6 gold, 8 silver & 4 bronze awards at the latest Promax Global Excellence Awards. The Promax Awards are the world's premier celebration of outstanding achievement in entertainment marketing and design.

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.