What's happening in European Commercial and VOD Broadcasting 25-29 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.

- AMC Networks International Southern Europe wins 4 statuettes at the New York Festivals TV & Film Awards
- ITV launches 'Little Changes Big Impact' ad campaign to mark COP26 and encourage climate action
- Mediaset shines a pink light on breast cancer awareness month
- NENT Group's Viaplay becomes hayu's first platform partner in Poland and Baltic countries
- RTL Group: Going wild
- Sky unveils range of climate focused content for COP26
- TF1 Group announces an agreement with Prime Video
- Nova BH is celebrating third birthday in a new guise
- Pluto TV reveals channel lineup with 40 original channels ahead of its Italian launch
- Promoting diversity is a journey, not a tick box exercise
- UEFA and Disney begin Incredible initiative in Scotland to inspire girls to play football through Playmakers

AMC NETWORKS. INTERNATIONAL

AMC Networks International Southern Europe wins 4 statuettes at the New York Festivals TV & Film Awards

AMC Networks International Southern Europe won four awards at the 2021 New York Festivals TV & Film Awards. The streaming service Planet Horror won 4 awards (1 gold, 2 silver and 1 bronze) including Best Entertainment Program Promotion, Best Platform Image Promotion and Best Brand Image.



ITV launches 'Little Changes Big Impact' ad campaign to mark COP26 and encourage climate action

ITV marks COP26 this year and reiterates its commitment to taking climate action with a new behaviour changing campaign, Little Changes Big Impact.Produced by ITV Creative, the light-hearted ads encourage viewers to make little sustainable changes in their day to day lives, which, when made together, can add up to a big impact on the planet.



Mediaset shines a pink light on breast cancer awareness month

Mediaset continues to support cancer prevention awareness with a dedicated campaign "Choose courage" featured on TV and radio spots and editorial programmes. For the third consecutive year, Mediaset's 98-meter-high tower will be lit in pink for an entire week to raise awareness on prevention and timely screening of breast cancer, as highlighted by Gina Nieri, Mediaset's Executive Director. This year's campaign invites the female audience not to be afraid to undergo periodic screening: the 30" spot features the illustrations of female figures by the artist Stefano Rossetti alternating with the smiling faces of women who have faced and overcome breast cancer.



NBCUniversal

NENT Group's Viaplay becomes hayu's first platform partner in Poland and Baltic countries

Nordic Entertainment Group (NENT Group) and NBCUniversal have agreed a multi-year deal that makes NENT Group's Viaplay streaming service the first platform partner for hayu, the all-reality streaming service, in Poland, Estonia, Latvia and Lithuania. As a result, many of the world's most popular reality shows will be available to viewers in all four countries from autumn 2021 as part of a Viaplay subscription.



RTL Group: Going wild

RTL Deutschland has partnered with Gruner + Jahr's Geo magazine to launch Geo Wild: the new subscription video-on-demand offer for high-quality nature documentaries in Germany. Geo Wild is an offshoot of the existing channel brand Geo Television: a pay-TV documentary channel which was founded in 2014 by RTL Deutschland and Geo magazine from Gruner + Jahr.



Sky unveils range of climate focused content for COP26

Sky will bring together its award-winning news and entertainment services to deliver thought-provoking climate focused content during the COP26 Climate Change Conference starting 31 October in Glasgow. As a Principal Partner and Media Partner to COP26 Sky is committed to support the delivery of a successful and ambitious summit working alongside the UK Government who hold the COP26 Presidency.



TF1 Group announces an agreement with Prime Video

Prime Video announced an agreement with TF1 to broadcast during Téléfoot, its flagship and iconic Sunday football show, images from Ligue 1 Uber Eats matches as well as archive footages from matches of the 2021/2022 season.



Nova BH is celebrating third birthday in a new guise

United Media channel, Nova BH, celebrated its third birthday and presented new visual identity to viewers. On 9 October 2018, Nova BH, commercial television channel with a national frequency, started broadcasting programs in Bosnia and Herzegovina. Today, celebrating three successful years of business on the market, the channel has presented itself to the viewers in a new guise.

VIACOMCBS

Pluto TV reveals channel lineup with 40 original channels ahead of its Italian launch

ViacomCBS Networks International (VCNI) announced 40 original channels across different genres will be available for the official launch of Pluto TV in Italy, on 28 October 2021. The launch mark Italy's first free ad-supported streaming television service where Italian viewers will have access a wide range of exclusive channels featuring international and Italian titles.



TELEVISION

Promoting diversity is a journey, not a tick box exercise

As a member of the Broadcasting Sustainability Network, Virgin Media Television this month hosted a Network event focused on diversity, equity and inclusion in broadcasting. Moderated by Catherine Smith-McKiernan, of Sustainability Works and with the support of the Broadcasting Authority of Ireland (BAI), the discussion focused on the importance of DEI and how the issues are being addressed by Virgin Media Television, both in programming and in the workplace.





<u>UEFA and Disney begin Incredible initiative in Scotland to inspire girls to play football</u> through Playmakers

Girls across Scotland are set to benefit from a ground-breaking Playmakers football programme developed by UEFA and Disney. Using Disney's world-renowned storytelling and inspired by academic research showing the positive role of storytelling in helping children take up sport, Playmakers will now be utilised throughout Scotland with the aim of increasing participation levels of young girls.

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.