

What's happening in European Commercial and VOD Broadcasting 17-21 January 2022

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.

- [Motorway to Sponsor ITV's Live Coverage of the Guinness Six Nations](#)
- [International Archives – Mediaset joins the CORBORA project](#)
- [NENT Group named top sustainability performer by Sustainalytics](#)
- [Combatting fake news and misinformation](#)
- [Sky Sports to show more live Women's Super League action than ever](#)



[Motorway to Sponsor ITV's Live Coverage of the Guinness Six Nations](#)

ITV announces that Motorway is the new stand-alone sponsor of the broadcaster's live Guinness Six Nations coverage across 2022 and 2023. Motorway, the UK's fastest growing used car marketplace, will sponsor ITV's live coverage of the tournament, encompassing broadcast sponsorship of coverage across ITV and STV.



[International Archives – Mediaset joins the CORBORA project](#)

CORBORA, Crossing Borders Archives, is a French-Italian project, led INA, Université Côte D'Azur, Sorbonne Université, Università Cattolica, Mediaset and Rai, aimed at highlighting how the main broadcasters have treated the image of the European Union on their TV channels, from its creation onwards. The project, expected to last about 3 years, involves the search and selection of archive content on the European Union and it will be studied from a semiotic point of view also through the experimentation of artificial intelligence tools. It will represent an important development also for the documentation and search for images in company archives. The collected materials will contribute to the publication of a "Mediaset atlas" on the European Union and to the creation of editorial content that can be used cross-media (for example TV and web pills).



[NENT Group named top sustainability performer by Sustainalytics](#)

Nordic Entertainment Group (NENT Group) has been recognised as a leading sustainability performer by Sustainalytics, a global sustainability research, ratings and data firm. Following analysis of more than 4,000 companies around the world, Sustainalytics has awarded NENT Group a 2022 Industry Top-Rated Badge as well as a newly introduced Regional Top-Rated Badge. Sustainalytics is part of Morningstar, a leading financial services business.



Combatting fake news and misinformation

Sonja Schwetje, Editor-in-Chief of NTV and RTL News, gave an interview with TV Key Facts on how to combat fake news and misinformation. Sonja Schwetje, has been leading the news channel NTV for seven years. She shares her expert view on the challenges facing the news ecosystem today, also discussing how online disinformation became a major threat against democratic societies and how broadcasters can fight it.



Sky Sports to show more live Women's Super League action than ever

The Betfred Women's Super League fixtures for 2022 have been released, with Sky Sports set to show more live and exclusive action than ever before. Sky will air two regular season matches as part of double-headers with the Betfred Super League in addition to the semi-finals and Grand Final, which is scheduled for the weekend of September 17-18.

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.