

What's happening in European Commercial and VOD Broadcasting 7-11 February 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.

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[Discovery, Inc confirms exclusive discussions with BT Group to create Sport JV in the UK and Ireland](#)

Discovery, Inc. confirms that it has entered into exclusive discussions with BT Group to create a new sport venture in the UK by combining its Eurosport business in the UK and Ireland with BT Sport. The companies aim for the 50:50 Joint Venture to be operational in 2022 pending a definite agreement and regulatory approval. The proposed UK venture would bring together BT Sport and Eurosport UK, which have extensive portfolios of premium sport rights, including the Olympic Games, Premier League, UEFA Champions League, UEFA Europa League, cycling Grand Tours, tennis Grand Slams, the winter sport World Cup season and Premiership Rugby.



[The BRIT Awards 2022 Winners](#)

The BRIT Awards with Mastercard took place this week at a sold-out O2 arena full of fans, artists and industry guests in celebration of the achievements of British and international artists over the last 12 months. The 42nd BRITs ceremony was broadcast live on ITV and ITV Hub and streamed on YouTube for non-UK viewers, with a total of 13 awards presented throughout the evening alongside an all British line-up of spectacular performances, all live from inside the arena.



Publitalia '80 and InfoSum joined forces

Publitalia '80, Mediaset's advertising sales agency, signed a partnership with the UK tech company InfoSum to offer new customised ad tech solutions through a technology that integrates brands' proprietary data in a safe and simple way and provides relevant audiences without resorting to third-party cookies. Paola Colombo, General Manager Adtech & Business Development Publitalia '80, stated: "The partnership with InfoSum is an important piece of our strategies, which are increasingly focused on first-party data to develop the Group's offer for cross-screen campaigns, an operation entirely aimed at protecting the privacy of our consumers and clients. Advertisers will be able to combine proprietary data with authenticated information from the Group's dealerships, creating a scalable engagement based on real people and identities. This will be done in full compliance with consumers' privacy and safety rules, while maintaining the integrity of each party's data".



Full year report January-December 2021

Nordic Entertainment Group (NENT Group) has published its full year report 2021. Anders Jensen, NENT President & CEO, commented: "We ended the year by surpassing the milestone of 4m paying Viaplay subscribers, having added almost 1m new subscribers during the year, and almost 400k in Q4 alone. The total addressable market for Viaplay increased dramatically in 2021 as we doubled the number of markets that we are in. We met and exceeded both our Nordic and international subscriber targets and have had a particularly strong start in Poland. Q4 was also our fourth consecutive quarter of double-digit organic sales growth, with group organic sales up 17% for the full year and Viaplay sales up 22%. 2022 has started well and we expect the Viaplay subscriber and revenue growth to accelerate further this year as planned, as we add very attractive new content and sports rights, and launch Viaplay in the Netherlands and the UK."



Fremantle's production of Idol Kids in Spain is the first sustainable adaption of the Idols format worldwide

The Spanish adaption of Idol Kids has been awarded an Albert Sustainable Production Certificate due to a series of measures implemented to reduce the production's carbon footprint. Albert is an environmental organisation run by BAFTA, with the aim of reducing waste and carbon emissions within the TV and film production industry. Last year, Fremantle and Albert collaborated to launch an updated carbon calculator and certification toolkit for the TV industry.



Sky Sports News receives albert certification for carbon neutral status

Sky Sports News has been recognised as a carbon neutral sustainable production by albert, the organisation leading the UK TV and film industry in the charge against climate change.

This wider achievement marks Sky Sports News' efforts to reduce its environmental impact, with the TV channel now hitting the highest standards of sustainability set by albert. Sky Sports UK Host Broadcasts, Sky Original productions and Sky News have also earned albert's carbon neutral certification.



[TF1 Group joins the #SportFémininToujours operation from 14 to 20 February](#)

Very committed to gender equality, TF1 Group is proud to be associated with the #SportFémininToujours operation, initiated by the CSA from 14 to 20 February. This special week aims to promote women's sport and to highlight the representation of women in sport.

VIACOMCBS

[ViacomCBS organises an online event on 'Reflecting Me: how can the AV sector support the EU's diversity and inclusion agenda?'](#)

On 10 February 2022 at 4h00 PM (Brussels), ViacomCBS organises an online event on 'Reflecting Me: how can the AV sector support the EU's diversity and inclusion agenda?'. The event will discuss on the power of authentic representation in TV and film and how it can help drive the EU's wider diversity and inclusion goals. [Link to register](#).



[The Walt Disney Company EMEA supports Safer Internet Day 2022 to help keep children safe online](#)

Disney EMEA has marked Safer Internet Day on February 8th, 2022 by working with Childnet International on a range of activity to bring awareness to children, as well as parents and carers, on internet safety and how to stay safe and happy online.

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.

