

What's happening in European Commercial and VOD Broadcasting 28 February – 4 March 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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[ITV and Veg Power launch celebrity 'veg heads' to mark healthy eating campaign milestone](#)

ITV has commissioned a food artist to create images of famous faces from vegetables to mark the return of the award-winning healthy eating campaign, Eat Them To Defeat Them, to schools. Eat Them To Defeat Them returned this month for its fourth consecutive year with its biggest target yet - reaching one million children with its campaign activity packs.



[Publitalia '80 registred another positive quarter](#)

While 2021 results were beyond MFE's sales house most optimistic forecasts, the beginning of 2022 shows another quarter of advertising revenue growth, thus creating a positive trend of 21 consecutive months. Stefano Sala, Publitalia '80 CEO, declared that pandemic, inflation, the increasing cost of energy and war in Ukraine are all matters of great concern. "Nonetheless, the advertising market has restarted to grow and I am optimistic about the fact that a 3-5 points market increase could be achieved by the end of 2022, as forecast by the main research centers in recent months".



[Viaplay and Max Verstappen reveal first original documentary](#)

Viaplay will premiere the exclusive Formula 1 documentaries 'Verstappen - Lion Unleashed', the first Viaplay production to star reigning World Drivers' Champion Max Verstappen, and 'F1 Talks - Mika, David, Tom' featuring some of motorsport's most

legendary names. From March, Viaplay will become Formula 1's home in the Netherlands and Finland and expand its coverage of the fastest show on Earth to nine countries, with Poland to come from 2023. Sports documentaries are a fast-growing area for Viaplay, and in January the company agreed a multi-year partnership with Verstappen to feature in exclusive content for Viaplay viewers.



Independent journalism for Ukraine

Since the start of the invasion of Ukraine on Thursday 24 February, courageous journalists and news teams from across the Group have been reporting from the ground. RTL Deutschland has been broadcasting almost non-stop. Over the weekend alone, there were over 25 hours of special broadcasts on RTL Television, reaching 26.71 million different viewers aged 3 and over. Dozens of reporters are providing live coverage and there are strong visitor numbers to the news websites from NTV, Stern and RTL Deutschland.



Sky News wins News Channel of the Year at the RTS Television Journalism Awards

Sky News won News Channel of the Year for a fifth consecutive year at the 2022 Royal Television Society Television Journalism Awards. The organisation, praised for its data journalism and climate change coverage won two other awards on the night. Dean Massey scooped Camera Operator of the Year for his “skill in composition, colour and innovative sequence production”, whilst Sky News’ Climate Live from COP26 was awarded the News Technology award for its use of technology in an “ambitious and original way”.



The Walt Disney Company Reinforces Its Commitment to Use Its Broad Global Reach and Unique Platforms to Promote Social Responsibility

The Walt Disney Company strives to inspire a better world through the power of stories. Disney released its 2021 Corporate Social Responsibility Report, which details the company’s efforts to increase diversity, equity, and inclusion through stories and storytellers who reflect the rich diversity of our world, support environmental sustainability by taking action to help protect our planet, and bring comfort, optimism, and joy to our communities through charitable giving.

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.