

What's happening in European Commercial and VOD Broadcasting 16-20 December 2024

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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[Atresmedia and TelevisaUnivision join forces to launch ViX in Spain, with the help of atresplayer](#)

Atresmedia and TelevisaUnivision announced a major agreement to launch ViX, TelevisaUnivision's streaming service, in Spain. The launch will take place in January 2025 and will be provided by Atresplayer, the platform of the Atresmedia group. ViX will be available on Atresplayer as an ad-free subscription. Subscribers will have access to 15,000 hours of premium content, including original series and movies, as well as live sports and a content library with iconic Spanish-language soap operas, comedies and dramas.



[CANAL+ Secures Exclusive Premier League Rights in Poland and Myanmar](#)

CANAL+, Premier League partner in over 50 countries, becomes the exclusive broadcaster of the competition for the 2025/2026, 2026/2027 and 2027/2028 seasons in Poland, the second largest market for the Group, as well as in Myanmar. Starting next season in both countries, CANAL+ will broadcast all 380 games per season of the most competitive and compelling national league, with world-class stars, mythical clubs and thrilling derbies.



[Doc Hearts flies through history with Hearst Networks](#)

Doc Hearts have delivered their first series to Hearst Networks EMEA, a thrilling drone's eye view of history. Flying Through History is a five-part season of short digital documentaries offering a dynamic perspective on British history through hard-to-access places and untold stories. All films are released on Tuesday 7th January 2025 on HISTORY Play, Sky HISTORY VOD and social media platforms.



[ITV and the BBC confirm deal for FIFA World Cup 26 and FIFA World Cup 2030](#)

ITV and BBC Sport have agreed a deal for live coverage of the FIFA World Cup 26 and FIFA World Cup 2030 across TV, audio and digital platforms. ITV will deliver free-to-air coverage of live fixtures across ITV1, ITV4, ITX, STV and STV Player, plus highlights and exclusive content on ITV Sport social accounts.



[Mediaset closes a successful year](#)

During the traditional end-of-year press conference, Pier Silvio Berlusconi, CEO of MFE-MediaForEurope, took stock of 2024. "In 2020, due to the Covid economic crisis, we tried to change pace and the change of pace occurred. In 2024 we will exceed 9,000 hours of in-house production, + 20% compared to 2020, and the advertising campaigns on our properties will reach a 56% share in terms of gross contacts. MFE's growing economic indicators prove that our cross-media strategy is effective and brings excellent results. This is precisely the development model we envisage for our European broadcast project".



[Fremantle signs partnership with Jamie Oliver](#)

Fremantle and the Jamie Oliver Group have signed a new multi-year partnership agreement, continuing their successful collaboration to bring culinary shows to audiences worldwide. Under the new agreement, Fremantle will hold global rights to Jamie Oliver's TV distribution, AVOD (advertising video on demand), FAST (free ad-supported streaming TV) and digital platforms for an additional five years. The partnership also includes a joint commitment to exploring new entertainment opportunities.



Season three of the Sky Exclusive series The White Lotus, from Mike White debuts 17 February

The eight-episode third season of the Emmy®- winning exclusive series The White Lotus, from Mike White, debuts Monday, 17 February on Sky and streaming service NOW. Season 3 logline: The social satire is set at an exclusive Thai resort and follows the exploits of various guests and employees over the span of a week.



Nova Broadcasting Group received the “True Leaders” Business Award

Nova Broadcasting Group was awarded as one of the most successful companies in Bulgaria in the prestigious business initiative ‘True Leaders’. The 12th edition of True Leadres, organised by ICAP CRIF Bulgaria, the largest business information services group in Southeastern Europe, recognised the leading companies in Bulgaria that have distinguished themselves as leaders in their sector over the past year. Nova Broadcasting Group was awarded for its leading position in the media sector in Bulgaria.

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.