

## What's happening in European Commercial and VOD Broadcasting 27-31 January 2025

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

- [Antena 3 celebrates its 35 years anniversary](#)
- [Sky HISTORY and Bradley Walsh team up for a brand-new show](#)
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### [Antena 3 celebrates its 35 years anniversary](#)

Under the slogan "35 years of delivering for you", Antena 3 celebrates its 35<sup>th</sup> anniversary. A success that transcends its borders and consolidates its model based on quality, variety, innovation, trust and commitment to society. Atresmedia celebrates the 35th anniversary of Antena 3 with different actions on its channels, radio stations and in its digital universe. Coinciding with its 35th anniversary, Antena 3 is renewing its corporate image. It is updating its identity with a restyling of the logo, more stylised, modern and timeless.



### [Sky HISTORY and Bradley Walsh team up for a brand-new show](#)

Hearst Networks EMEA announced a new commission for Sky HISTORY, Bradley Walsh: Egypt's Cosmic Code. Produced by Studio Crook and GroupM Motion Entertainment, this three-part documentary series for Sky HISTORY sees much-loved award-winning actor, presenter, and comedian Bradley Walsh fulfil a lifetime's ambition to visit the monuments of Ancient Egypt and try to understand how it could have been possible to produce such "wonders of the ancient world" 4,500 years ago.



### [ITV1 and ITVX confirm full exclusive 97th Oscars® Coverage](#)

For a second year running, ITV1, ITVX, STV and STV Player will be the exclusive UK home of the prestigious Oscars®. ITV will premiere the 97th Oscars ceremony and red-carpet coverage, offering a night of exclusive free-to-air programming across both ITV1 and ITVX,

along with a plethora of Oscars-themed content and added behind-the-scenes extras – making ITV the ultimate destination for all things Oscars.

## **MEDIASET**españa.



### **Mediaset España led digital consumption in 2024**

Mediaset España ended 2024 as the leading audiovisual group in digital video consumption, according to data from GfK DAM, the official digital consumption meter in Spain, which assigned the Group a cumulative 2,872 million clip views across all its media. In 2024 Mediaset España ended the year with an average of 12.6 million unique monthly users, with Telecinco.es as the TV channel site with the highest traffic with 7.8 million unique users, 20% more than in 2023. The OTT service Mitele also experienced a 17% year-on-year growth to 2.9 million unique users per month.



### **Pluto TV wins award at the Rainbow Awards 2024**

Pluto TV wins award at the Rainbow Awards 2024 for having the only TV channel in Italy entirely dedicated to the LGBTQIA+ community reflecting diverse and inclusive content offer. The third edition of the Rainbow Awards 2024 took place in Rome, confirming its mission of being a unique showcase for those who support and promote the LGBTQIA+ community, bringing with it a message of unity and hope.



### **Long-term cooperation with Deutsche Telekom: RTL Group boosts its streaming business**

Deutsche Telekom and RTL Deutschland announced an agreement to renew their cooperation in streaming, which started at the end of 2020, for another five years. Under the terms of the agreement, RTL+ Premium is automatically included in most price plans of Deutsche Telekom's TV offer, MagentaTV, without additional fees for MagentaTV customers. Bundling RTL+ Premium and MagentaTV gives viewers access to more than 55,000 hours of programming on all devices and across all genres – from live sport such as the Uefa Europa League and NFL to award-winning drama series and reality shows, news and documentaries.



### **Sky becomes the home of Hacks in the UK from the 7 February**

Sky has exclusively acquired seasons 3 & 4 of multi-Emmy®-winning comedy series Hacks in the UK, following huge success in the Best Television Series – Musical or Comedy and

Best Performance by a Female Actor in a Television Series – Musical or Comedy categories at the 2025 Golden Globe Awards®. Brand-new to UK screens, Season 3 of the US fan-favourite will exclusively launch on Sky and streaming service NOW on 7 February. Hacks explores a dark mentorship that forms between Deborah Vance (Jean Smart), a legendary Las Vegas comedian, and an entitled, outcast 25-year-old (Hannah Einbinder).



**Newen Studios changes its name and becomes TF1 Studio**

Newen Studios, the audiovisual and cinematographic production, distribution subsidiary owned by TF1 since 2015, will become TF1 Studio from March 2025. After numerous productions in France (Plus belle la vie), but also the realisation of audiovisual projects with Netflix, TF1 wants to build on this know-how and amplify it, both in production and in distribution. "Our aim is to strengthen these extremely virtuous collaborations, while continuing to support major international channels and platforms in their needs for strong and event-driven programs. The 50 production labels that Studio TF1 brings together in 12 countries give us great agility, and the ability to offer the market a valuable diversity of offerings (...)" writes Rodolphe Belmer, president of Newen and TF1 on LinkedIn.

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**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.