

## What's happening in European Commercial and VOD Broadcasting 10-14 February 2025

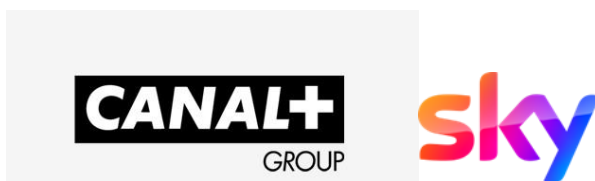
Policy & business developments go hand in hand. This quick snapshot is designed to help EU media stakeholders to keep up with the innovative world of commercial broadcasting

- [HISTORIA reveals the most impressive prison escapes of all time with Morgan Freeman](#)
- [STUDIOCANAL's new genre label Sixth Dimension announces first acquisition ahead of EFM reboot of 'Silent Night, Deadly Night' in partnership with Cineverse](#)
- [Hearst Networks UK cements its long-term partnership extension with Sky](#)
- [ITV scores biggest weekend ratings since UEFA Euro 2024 with England's last minute 6 Nations win & Liverpool's shock FA Cup defeat](#)
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### [HISTORIA reveals the most impressive prison escapes of all time with Morgan Freeman](#)

On 17 February, HISTORIA, produced by AMC Networks International Southern Europe, premieres the second season of 'Historic Escapes with Morgan Freeman', a format that reviews the most surprising prison escapes of all time. The series, produced and hosted by Academy Award-winning actor Morgan Freeman, offers new episodes that investigate some of the most astonishing escapes in history. Freeman delves into different cases such as the daring escape of a prisoner alone; the crime novelist who ends up becoming the protagonist of his own story; or the pilot who used his survival skills to escape from a secret prison in Laos during the Vietnam War.



### [STUDIOCANAL's new genre label Sixth Dimension announces first acquisition ahead of EFM reboot of 'Silent Night, Deadly Night' in partnership with Cineverse](#)

STUDIOCANAL's new in-house genre label, Sixth Dimension, led by Jed Benedict, announces its first acquisition ahead of the upcoming European Film Market (EFM). Sixth Dimension has acquired global rights excluding North America to the reboot of slasher film SILENT NIGHT, DEADLY NIGHT, which will head into production this spring and is slated for a late 2025 theatrical release. STUDIOCANAL will handle sales of the project at the upcoming EFM (13th-23rd February) and will distribute in their territories including the UK & Ireland, France, Germany, Australia, New Zealand, Benelux and Poland.



### [Hearst Networks UK cements its long-term partnership extension with Sky](#)

Hearst Networks UK has further strengthened its partnership with Sky with a long-term, comprehensive extension of its distribution agreement for the UK and Ireland. Hearst Networks UK's portfolio of factual entertainment channels, including Sky HISTORY®, Sky HISTORY2, Crime+Investigation®, and BLAZE®, will continue to be showcased across Sky and NOW platforms in the UK and Ireland. The deal includes linear channel distribution, video on demand, and an extension of the media sales relationship with Sky Media, Sky's advertising arm. Sky Media will exclusively represent Hearst Networks' advertising sales, including linear, video-on-demand, AdSmart, and sponsorship advertising.



### [ITV scores biggest weekend ratings since UEFA Euro 2024 with England's last minute 6 Nations win & Liverpool's shock FA Cup defeat](#)

ITV1's coverage of England v France on Saturday was watched by a peak of 6 million across all devices, giving ITV1 its biggest peak audience of the year so far and helping secure ITV's most watched weekend since UEFA Euro 2024. The England v France coverage averaged 4.3 million viewers across all devices, with the match itself averaging 5.0 million viewers.



### [The series "Il Mammo" arrives in Poland](#)

'Pan Mama', an adaptation of Mediaset's sitcom "Il Mammo", will air next spring in Poland, produced by Telewizja Polska and Brand Trust Partners. Mediaset's series won over Italian audience thanks to a narrative that perfectly balances moments of comedy and touching family dynamics. Starring Polish actor and musician Paweł Domagała, 'Pan Mama' maintains the warm and funny spirit of the original script, adapting it to the Polish market.



### [Super! focuses on bullying, cyberbullying and gender violence](#)

Super!, Paramount Italian entertainment channel dedicated to children and teenagers, focused on discussing bullying in collaboration with the national association 'FARE X BENE'. A series of clips with the creator Iris Di Domenico were broadcast to address the issues of bullying, cyberbullying and gender violence with a younger audience. Within the clips, recorded at 'La Città dei Bambini e dei Ragazzi' in Genoa, participants were invited to create "Ninja Codes", inspired by the Ninja Turtles' values—loyalty, courage, collaboration, and determination.



**Two wins at the Broadcast Awards 2025**

On 5 February 2025, winners of the Broadcast Awards 2025 were announced in London. This prestigious event celebrates the best in British programming and channels, judged by over 100 industry experts. The awards recognise outstanding content and creators, with prizes presented in front of more than 1,300 peers and clients. At this year’s gala, Fremantle won two awards: The Zelensky Story for ‘Best Specialist Factual Programme’ and The Piano for ‘Best Popular Factual Programme’.



**Kiefer Sutherland and Rebel Wilson bring festive laughs to Sky Original film Tinsel Town**

Emmy Award-winning actor Kiefer Sutherland (Designated Survivor, 24) and actress, writer and producer Rebel Wilson (Bridesmaids, Pitch Perfect, JoJo Rabbit) have boarded Sky and Future Artists Entertainment’s (FAE) charming and hilarious festive project Tinsel Town. The film is now in production on location across the North of England and at Leeds’ Versa Studios.



**Nova TV’s Supertalent Wins Zlatni Studio Award for Best Entertainment Show**

The entertainment show Supertalent, which has been airing on Croatian Nova TV for 11 seasons, has won the prestigious Zlatni Studio Award in the Best TV Entertainment/Reality Show category. This marks the second time Supertalent has received this esteemed recognition, reaffirming its status as a beloved television format among viewers.

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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.