

What's happening in European Commercial and VOD Broadcasting 3-7 March 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

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[AMC Networks announces the premiere date for the second season of 'The Walking Dead: Dead City' and reveals the first minutes of the first episode](#)

AMC Networks has announced that the highly anticipated second season of 'The Walking Dead: Dead City' will premiere in Spain on 8 May exclusively on the AMC+ streaming service, a few days after its premiere in the United States. The first minutes of the eight-episode second season have also been revealed, starring Jeffrey Dean Morgan and Lauren Cohan, who play the characters of Negan and Maggie. The first season of the series can be enjoyed in its entirety on AMC+.



[The British Blood Scandal: Poisoned at School](#)

ITV has announced a brand-new documentary revealing the devastating truth behind the infected blood scandal of the 1970s and 1980s, which saw over 30,000 people infected with HIV and Hepatitis C after being given contaminated blood products and blood transfusions. This negligence and the subsequent cover-up became known as the worst medical disaster in NHS history.



[Preliminary results for 2024 presented](#)

The Board of Directors of MFE-MEDIAFOREUROPE N.V. (MFE) reviewed the main preliminary performance and financial results of its activities in Italy and Spain for 2024 financial year. Pier Silvio Berlusconi, CEO MFE, commented: "The preliminary figures are clear: the 2024 results are outstanding. MFE is growing, investing and consolidating its leadership in Europe, despite the challenges of competitors operating without the

regulatory obligations faced by traditional broadcasters. Our strategy focuses on further strengthening our role as key broadcasters in Italy and Spain – and in future in other European countries – by increasingly investing in local products. We do all this fully aware that the future of broadcasters as MFE hinges on achieving significant size to compete with global giants”.



[Elmar Heggen on recent investments in RTL Hungary](#)

Investing in streaming comes with start-up losses, while strong competition in linear TV can drive the production of high-quality content, said Elmar Heggen, Deputy CEO and Chief Operating Officer of RTL Group, in a recent conversation with independent Hungarian news site Telex. In the interview, Elmar looked back on the past year which was characterised by significant investments in the Hungarian business and looked forward, emphasising the importance of partnerships, the rising trend of streaming revenues and the Group’s long-term goal to be a leader in Hungary.



[Sky Zero Footprint Fund Returns Bigger and Bolder in 2025 to Supercharge Sustainability](#)

Sky Media announced the return of an expanded Sky Zero Footprint Fund for 2025. After taking a year off to refresh and refine the initiative, the fund is back with a new format and renewed commitment to drive meaningful change for a better planet through the power of advertising. Once again, Sky Media, the advertising arm of Sky, is offering £2 million in advertising support to amplify brands and organisations leading the way in sustainability. This marks a total of £8 million in media value that Sky has committed to the initiative since its launch in 2021.



[United Media and Met Film Unveil “Queen Panther”: A deep dive into the life of a Pink Panther icon](#)

Met Film and United Media are delighted to announce the development of a documentary series entitled QUEEN PANTHER which delves into the extraordinary life of Olivera Ćirković, the former leader of the infamous Pink Panther criminal organisation. Ćirković’s incredible story charts her journey from sports star to criminal mastermind to No.1 fugitive on Interpol’s most wanted list, and ultimately redemption.



WARNER BROS. DISCOVERY

Warner Bros. Discovery becomes the home of The Snow League in Europe

Warner Bros. Discovery (WBD) Sports Europe will offer even more winter sports this season after securing multi-year rights to The Snow League - the exciting new halfpipe competition created by snowboarding legend and three-time Olympic champion Shaun White, to elevate the next generation of athletes and to engage new winter sports fans.

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.