

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

- [Live Content Coalition - Press Release - No discernible impact from EC Recommendation on combatting piracy of live events found in latest report](#)
- [Odisea premieres 'Lethal Science: Women Inventors' to vindicate the legacy of Marie Curie, Dian Fossey and Elisabeth Fleischman](#)
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### [Live Content Coalition - Press Release - No discernible impact from EC Recommendation on combatting piracy of live events found in latest report](#)

A second report published by Grant Thornton, carried out in partnership with the Live Content Coalition, demonstrates the very limited impact of the European Commission's Recommendation of 4 May 2023 on combating online piracy of sports and other live events. It clearly indicates that the situation continues to deteriorate for live events organisers, broadcasters and workers alike.



### [Odisea premieres 'Lethal Science: Women Inventors' to vindicate the legacy of Marie Curie, Dian Fossey and Elisabeth Fleischman](#)

On 8 March, International Women's Day, Odisea produced by AMC Networks International Southern Europe, premiered 'Deadly Science: Women Inventors', a documentary reviewing the greatest discoveries and scientific advances of pioneers such as Marie Curie, Dian Fossey and Elisabeth Fleischman.



### [CANAL+ Group signs a new agreement with French Cinema](#)

CANAL+ Group is delighted to have signed a new agreement with French cinema and extends its gratitude to the film organisations (BLIC, BLOC and ARP) for helping conclude this agreement. The agreement concerns CANAL+ and CINE+ OCS. It secures their advantageous and unique place in the media chronology, allowing them to broadcast films as early as 6 months after their theatrical release. It takes effect retroactively from 1 January 2025 for a period of 3 years, i.e. until 31 December 2027, and is tacitly renewable.



### [ITV triumphs at the RTS Television Journalism Awards with nine wins](#)

ITV came out on top as the leading broadcaster at the prestigious RTS Television Journalism Awards last night, securing an impressive nine awards for its journalism across News and Current Affairs. ITV Network News won in both the International News and Home News categories - for groundbreaking coverage in the Middle East, and of the Post Office scandal, respectively.



### [MFE and DAZN partner for the FIFA Club World Cup](#)

Through its agreement with DAZN, Mediaset will co-exclusively broadcast one free-to-air match per day among the best prime-time scheduled matches of the 2025 FIFA Club World Cup. This partnership builds upon a successful collaboration and synergy already in place for Serie A, going beyond sub-licensing to explore an unprecedented cross-platform editorial partnership and create a unique offering for the competition. Stefano Sala, CEO MFE Advertising, said: 'Together, DAZN and Mediaset will reach a total audience for live matches in Italy of over 50 million viewers, with Mediaset also contributing full editorial coverage through its news and sports programmes, driving a total reach of over 300 million viewers'.



### [AIK Football FAST channel on Pluto TV](#)

AIK Football has announced a deal to bring a dedicated FAST channel to Pluto TV. The Pluto TV AIK channel will showcase match highlights, interviews, behind-the-scenes content and training sessions from the Swedish football club, as well as AIK's own sports show Studio AIK.



### [Chris O'Dell, shares insights into the global success of Farmer Wants a Wife](#)

In celebration of the 20th anniversary of the German and French adaptations of Farmer Wants a Wife, we spoke to Chris O'Dell, who has been with Fremantle since 2007. He serves as Head of Global Entertainment Productions since 2014. In the interview, Chris highlighted the enduring global success of the Fremantle-created format, the seamless collaboration of local teams within the international community and revealed the number of babies born thanks to the dating show. "It reminds us that it's not just a show among others, it actually has a real-life impact!", says Chris.



### [Sky News Signs New Multi-Year Deal with IRN Boosting Long-Term Collaboration with Commercial Radio Stations Across the UK](#)

Sky News agreed a deal with IRN (Independent Radio News) to continue providing national and international news, sport, business and showbusiness content to commercial radio stations across the UK. Effective from 10 March, the renewal features an expanded agreement allowing IRN radio stations – including LBC, Absolute Radio, talkSPORT, Smooth Radio, Heart, Magic and Times Radio – to use Sky News video content on their digital platforms. This move aligns with the evolving nature of radio brands and Sky News' heritage for high-quality video-first journalism and storytelling.



### [Accelerating Action: A Future for Equality](#)

As we mark International Women's Day, we reflect on this year's theme, Accelerate Action, which emphasises the need for tangible, measurable progress toward gender equality. It is not enough to simply acknowledge the problem; it is also necessary to actively break down barriers in education, employment, and leadership to guarantee that opportunities for women are not only available, but actually accessible. This commitment is deeply ingrained in United Media's values. Women hold nearly half of our managerial jobs (49.7%), and 53.1% of our company leadership positions. These are not simply numbers; they represent the knowledge, passion, and leadership that have propelled our success.

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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.