

What's happening in European Commercial and VOD Broadcasting 31 March – 4 April 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

- [Joint Media Industry Position: Towards a tangible and effective implementation of the European Media Freedom Act \(EMFA\) – Audience measurement obligations](#)
- [SundanceTV premieres the sixth season of the Danish series 'The New Nurses'](#)
- [ITV to air an evening with Elton John and Brandi Carlile](#)
- [Mediaset España's study on the environmental impact of advertising in the digital ecosystem](#)
- [Fremantle x Fruit Tree](#)
- [Sky announces its first ever series of Digital Shorts coming to Sky TV's YouTube channel next month](#)
- [TF1 Group partner of the 2025 Diversity and Inclusion Grand Prix](#)
- [Serbian TV Nova celebrates its 6th anniversary](#)



[Joint Media Industry Position: Towards a tangible and effective implementation of the European Media Freedom Act \(EMFA\) – Audience measurement obligations](#)

On 24 March 2025, ACT, EBU and egta issued a [Joint Media Industry Position](#) outlining practical recommendations to implement the European Media Freedom Act's audience measurement provisions.



[SundanceTV premieres the sixth season of the Danish series 'The New Nurses'](#)

On 8 April, SundanceTV, the television channel produced by AMC Networks International Southern Europe, premieres the sixth season of 'The New Nurses', a Danish series set in the 1950s about the first nursing school to accept men among its students. In the episodes of the new season, the protagonists are forced to adapt to a new reality after the fire that occurred in Fredenslund at the end of the fifth season, leaving a wing of the hospital completely destroyed.



[ITV to air an evening with Elton John and Brandi Carlile](#)

ITV announces An Evening with Elton John and Brandi Carlile, a new primetime concert special featuring live performances, captivating stories about the pair's careers and their enduring friendship, plus an intimate look at their new collaborative album, hosted by Dan Levy. The music special will air on Saturday 19th April on ITV1, ITVX, STV and STV Player.

MEDIASETespaña.



[Mediaset España's study on the environmental impact of advertising in the digital ecosystem](#)

Publiespaña, Mediaset España's sales house, has decided to confront the sustainability challenge in the Connected TV advertising environment with the launch of a study titled "Abramos el melón," which examines the environmental impact of advertising in the digital ecosystem. Presented at AEDEMO TV 2025, the study delves into this critical issue, reflecting Publiespaña's commitment to the three core pillars of sustainability: measuring, reducing, and offsetting. The report includes specific measures across areas like creativity, processes, and planning, while also addressing the growing social awareness and advancements in legislation on the topic. Additionally, it analyses the impact of the rapidly expanding Connected TV landscape and the significant commercial opportunities it presents.



[Fremantle x Fruit Tree](#)

Fremantle has secured a first-look and development deal with Fruit Tree, the production company from Emma Stone, Dave McCary and Ali Herting. Under the partnership, Fremantle will become the primary home for all of Fruit Tree's scripted television projects and unscripted docuseries. In addition, Fruit Tree will work closely with Fremantle's Global Drama division and international distribution team to grow its slate and expand into new territories worldwide.



[Sky announces its first ever series of Digital Shorts coming to Sky TV's YouTube channel next month](#)

Sky announced that four new series of Sky Original digital shorts will be landing on YouTube this April, showcasing some of the UK's freshest and exciting up-and-coming comedy talent. The four series will welcome new talent to the Sky family, including breakout comedy star Kae Kurd with his fitness-themed series 'Sets and Reps', internet personality Stevo the Madman with his vlog-style series 'The Mad House,' stand-up comedian Andrew Mensah with his innovative interview series 'Media Trained', and comedian and actress Kyrah Gray with 'Gagging for It', an all-new take on the dating show.



[TF1 Group partner of the 2025 Diversity and Inclusion Grand Prix](#)

TF1 Group is proud to once again partner with the Grand Prix Diversité et Inclusion, organised by AFL Diversity, under the patronage of the Ministry responsible for Equality between Women and Men and the Fight against Discrimination. As a media company that reaches millions of people every day, TF1 Group is deeply committed to combating all forms of discrimination. This includes gender equality, the fight against LGBTQIA+

discrimination, diversity of ethnic and social backgrounds, and inclusion of individuals with disabilities.



Serbian TV Nova celebrates its 6th anniversary

On 25 March, Serbian channel TV Nova marked its sixth anniversary, celebrating another successful year in which it solidified its position as the most-watched cable television channel in the country and the second most-watched commercial TV channel on the SBB network. Since its inception, Nova has set high standards in television production, establishing itself as a leader in delivering high-quality, relevant content.

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.