

What's happening in European Commercial and VOD Broadcasting 7-11 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

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[European Broadcasters common position paper on the Draft WIPO Broadcasting Organizations Treaty](#)

European broadcasters, through the Association of Commercial Television and Video on Demand Services in Europe (ACT), the Association of European Radios (AER) and the European Broadcasting Union (EBU) call the Member States of the Standing Committee on Copyright and Related Rights (SCCR) of the World Intellectual Property Organization (WIPO) to convene a Diplomatic Conference for the adoption of the WIPO Broadcasting Organizations Treaty.



[HISTORIA premieres 'Sacred Wonders with Dennis Quaid'](#)

On 7 April, HISTORIA Channel, produced by AMC Networks International Southern Europe, exclusively premieres "Sacred Wonders with Dennis Quaid," a series that investigates the puzzling mysteries behind some of the world's most sacred relics. Over eight episodes, superstar Dennis Quaid (The Relay, The Substance) will uncover incredible stories of faith, devotion and heavenly intervention linked to various objects.



[Atresmedia invests 95 million euros in financing European works in 2022](#)

The Spanish National Commission on Markets and Competition (CNMC) has published its annual report on compliance in 2022 with the obligation to advance financing of European audiovisual works by audiovisual media service providers: Atresmedia invested 95 million euros in financing European works in 2022.



[Record breaking quarter for ITVX](#)

ITVX has achieved a record-breaking billion streams in a quarter for the first time ever, thanks to standout performances across the genres. ITV's soaps Coronation Street and Emmerdale have had a strong start to the year, with 124 million streams on ITVX. Soap viewing is up +35% on Q1 2024, off the back of strong storylines and making episodes available from 7am to stream, ahead of their evening broadcast.

*MEDIASET*españa.



[Mediaset España's campaign 'Siempre hay tiempo para jugar' to celebrate Children's Day](#)

Play is the first language of children and it is also an essential activity to enhance the development of creativity, socialization, engagement, language, and affection. The importance of daily play in children's well-being is the focus of Mediaset España new social awareness campaign, in collaboration with the Fundación Crecer Jugando. A dedicated spot will be aired on the group's networks, highlighting the role of play in development of children's physical, cognitive, creative, and social abilities.



[Pluto TV launches Just for Laughs FAST channel in several int'l markets](#)

Pluto TV has launched a FAST channel for comedy brand Just for Laughs in Canada, Latin America, Brazil, France, Italy and the Nordics. The Just for Laughs Gags channel has now gone live in each of the markets, featuring the dialogue-free prank content associated with the Canadian brand.



The study 'The New Life of the Living Room' is released

Released annually since 2022, 'The New Life of the Living Room' is a comprehensive study by RTL AdAlliance, analysing Total Video trends in Europe and – since last year – in the US. This year's whitepaper titled Separate signal from noise: Key insights for CTV (Connected TV) success included three new markets: Austria, Switzerland and Poland and covers 14 European markets in total. The study aimed at highlighting the transformative period the advertising industry is undergoing, driven by evolving viewer habits and the increasing importance of simplicity and trusted legacy media.



Dana Strong: The media landscape may have changed, but it's not dampened Brits love for good telly

The UK is a nation of TV lovers. TV brings us closer to our loved ones, helps to shape our identities, and sparks conversations. At Sky, we have a unique vantage point, with insight from millions of our customers revealing how they watch TV and connect online. To better understand not only what people love to watch but how they watch is changing, we teamed up with research agency Public First to create the Attention Index, exploring where Brits are focusing their attention and what it means for the future of TV and connectivity.



**WARNER BROS.
DISCOVERY**

Warner Bros. Discovery continues as the home of sport climbing in Europe

A new four-year agreement between Warner Bros. Discovery (WBD) Sports Europe and the International Federation of Sport Climbing (IFSC) will see all IFSC Climbing and Para Climbing World Cup and World Championship events continue to be broadcasted to millions of fans across Europe exclusively on Max and discovery+. Fans will also be able to watch the semi-finals and finals of every World Cup and World Championship event live on WBD's premium linear channels – Eurosport across Europe and TNT Sports in the UK and Ireland.

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.