

What's happening in European Commercial and VOD Broadcasting 14-18 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

- [HISTORIA celebrates World Book Day with the premiere of 'Shakespeare: The Birth of Genius'](#)
- [Mediaset Launches Awareness Campaign "There's Someone for Whom You're Perfect" for National Organ Donation Day](#)
- [Fremantle goes sports](#)
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[HISTORIA celebrates World Book Day with the premiere of 'Shakespeare: The Birth of Genius'](#)

On World Book Day (23 April), HISTORIA Channel, produced by AMC Networks International Southern Europe, premieres 'Shakespeare: Birth of Genius', a documentary series that analyses the life of the most important playwright of all time. Over three episodes, this miniseries uncovers the incredible story of how the son of a glover in the small town of Stratford-upon-Avon became one of the greatest writers who ever lived.



[Mediaset Launches Awareness Campaign "There's Someone for Whom You're Perfect" for National Organ Donation Day](#)

To mark the National Organ Donation Day, Mediaset launched the awareness campaign "C'è qualcuno per cui sei perfetto". The initiative was designed to shed light on the importance of organ donation and encourage more people to make an informed, life-saving choice by enrolling in the National Organ Donor Registry. Run from April 8 to April 15, the campaign, part of the corporate social responsibility initiative "Mediaset has the future at heart", featured across the Group's television, radio and social media properties as well as on a dedicated website.



Fremantle goes sports

Fremantle announces the launch of Fremantle Sports, a new business unit focused on telling entertainment stories from the world of sports. Building on the company's impressive IP (intellectual property), Fremantle Sports aims to tell captivating stories within the sports world, humanising athletes, teams and federations. Through its vast creative network, Fremantle Sports will deliver top-tier sports projects on a global scale, enabling sports talent and rights holders to connect with their worldwide fanbase.



Masters Sunday becomes most-watched day in Sky Sports history

On an unmissable day of world-class sporting drama, Sky Sports created its own history by breaking viewership records on Sunday 13 April, delivering its most-watched day ever. Driven by a packed day of wall-to-wall action, from the Premier League and F1 to tennis, golf, IPL, SPFL and the EFL, Sky Sports reached 7.5 million viewers on linear channels. The day culminated with Rory McIlroy's historic Masters victory, completing the career Grand Slam in front of a record peak audience of 1.85 million viewers, commanding 37% of total TV viewership.



Another prestigious recognition for the hit series "Best Men"

Nova TV's hit series Best Men (Kumovi) has been honored at this year's Večernjakova Ruža, one of Croatia's most prestigious media awards celebrating excellence in television, music, theater, and radio. The award for Acting Achievement of the Year went to Vedran Mlikota for his role as Vinko Macan—securing yet another accolade for this already celebrated series and reaffirming its status as a standout of local television.



**WARNER BROS.
DISCOVERY**

Warner Bros. Discovery expands equestrian offer by adding the Longines Global Champions Tour & GCL

Warner Bros. Discovery has renewed its partnership with the Global Champions (GC) by securing the rights to show live premier equestrian events including the Longines Global Champions Tour and GCL team series. The multi-year partnership guarantees coverage will be available to millions of viewers across Europe and Asia across its range of premium channels and platforms including Eurosport (Europe) and TNT Sports (UK and Ireland) with streaming on Max and discovery+.

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.