

What's happening in European Commercial and VOD Broadcasting 5-9 May 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

- [AMC+ exclusively premieres the French series 'Cat's Eyes', based on the cult manga by Tsukasa Hōjō](#)
- [Atresmedia Cine films win three Platinum Awards and three audience awards](#)
- [MFE surfing WAVES in Mumbai](#)
- [World Press Freedom Day: Freedom, responsibility, and the courage to report with integrity](#)
- [WBD Sports signs the UCI Climate Action Charter](#)



[AMC+ exclusively premieres the French series 'Cat's Eyes', based on the cult manga by Tsukasa Hōjō](#)

On 29 May, the streaming service AMC+ exclusively premieres the French series 'Cat's Eyes', based on the cult Japanese manga by Tsukasa Hōjō. The eight-episode series tells the double life of three sisters who work as art thieves, stealing works that mostly belonged to their late father, a famous collector who disappeared during a mysterious fire in his art gallery.



[Atresmedia Cine films win three Platinum Awards and three audience awards](#)

Atresmedia Cine triumphs at the major Ibero-American film awards. The Atresmedia production company won three trophies at the 12th Platino Awards, held on 27 April in Madrid. 'La infiltrada' took home two awards at the ceremony organised by the Audiovisual Producers' Rights Management Entity (EGEDA) and the Ibero-American Federation of Film and Audiovisual Producers (FIPCA).



[MFE surfing WAVES in Mumbai](#)

As part of the Italian delegation, MFE participated in the World Audiovisual & Entertainment Summit (WAVES), a high-profile event hosted by Prime Minister Narendra Modi and held in Mumbai last week. The Summit provided a valuable platform to address regulatory challenges and explore new opportunities for international co-productions. Endorsed on 2 May, the WAVES Declaration affirms the importance of fair and open markets that protect intellectual property, while encouraging the responsible use of new

technologies such as artificial intelligence, and calls for joint efforts to combat disinformation, promoting media integrity, fact-based journalism, and responsible advertising.



World Press Freedom Day: Freedom, responsibility, and the courage to report with integrity

As the leading media group in the region, with 120 outlets across multiple countries, United Media is deeply committed to upholding professional standards — at a time when truth is increasingly under pressure. That pressure comes in many forms: institutional interference, misuse of technology, and rising disinformation. That's why we continue to invest in independent journalism. We protect our journalists and push back against censorship — regardless of the platform, whether it's TV, digital media, or social networks. This year's World Press Freedom Day puts a spotlight on one of the defining questions of modern journalism: the use of artificial intelligence.



WARNER BROS. DISCOVERY

WBD Sports signs the UCI Climate Action Charter

As part of its ongoing commitment to sustainability, Warner Bros. Discovery (WBD) Sports has signed the UCI (Union Cycliste Internationale) Climate Action Charter. Every April, over 190 countries come together to celebrate Earth Month — a global moment dedicated to raising awareness and driving action to protect our planet. At its core, Earth Month is a call for reflection and change: a time to spotlight environmental challenges, inspire individuals, communities, and organisations to act.

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.