

What's happening in European Commercial and VOD Broadcasting 12-16 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

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[ACT welcomes Council conclusions on the AVMSD](#)

Commercial TV & VOD welcome the adoption of the Council Conclusions on the “assessment of the legal framework for audiovisual media services and video-sharing platform services”. The Conclusions appropriately direct the Commission’s attention to aspects that merit an in-depth analysis.



[Odisea premieres 'David Attenborough: A Life Celebrating the Planet', a tribute to his legacy as the most influential science communicator of the natural world](#)

Starting on 8 May, the television channel Odisea, produced by AMC Networks International Southern Europe, pays tribute to one of the most influential figures in scientific outreach with a special program dedicated to Sir David Attenborough. To commemorate his 99th birthday, the channel will premiere two productions: "Primal Life" and "Conquest of the Skies," which will air on Thursdays in May.



[Atresmedia best company to work for in the media sector according to Randstad Employer Brand Research](#)

Atresmedia has been recognized as the most attractive company to work for in the media sector, according to the Randstad Employer Brand Research report, published for the thirteenth time. This report analyses the main reasons why professionals would choose a

company to develop their career. The study, conducted by an independent entity, includes more than 163,000 surveys, 10,000 of which are nationally representative, with a sample based on gender, age, and educational level.



Kiefer Sutherland espionage thriller to stream exclusively on ITVM in May

ITV announced that high stakes espionage thriller, Rabbit Hole, starring Kiefer Sutherland, will be available to stream on ITVM from 11th May. Produced by CBS Studios and distributed by Paramount Global Content Distribution, Rabbit Hole follows Sutherland as John Weir, a master of deception in the world of corporate espionage, who is framed for murder by powerful forces who have the ability to influence and control populations.



Mediaset renewed Content Deal with Amazon

Mediaset has signed a new two-year agreement with Amazon, securing exclusive free-to-air rights to five Amazon Original films and three titles from the MGM catalogue for 2025–2026. The films will air on Mediaset flagship FTA channels and be available on-demand via Infinity and Infinity+. Building on the successful collaboration launched last year, this strategic partnership reinforces Mediaset's commitment to top-tier international content and its role as a leading media player.



Sky Original documentary The Girl Who Caught a Killer to air on Sky and streaming service NOW on 25 May

Brand-new Sky Original documentary, The Girl Who Caught a Killer will air on Sky and streaming service NOW on 25 May. The two-part series tells the shocking story of Rachael Watts, who breaks her thirty-year silence to share her story for the first time on camera revealing how she survived a brutal abduction and assault, leading to the revelation of a devastating miscarriage of justice.



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DISCOVERY**

TNT Sports and Eurosport assemble Grand Slam commentator roster for its global coverage of Roland-Garros

TNT Sports' and Eurosport's coverage of the 129th Roland-Garros will feature an esteemed roster of commentators and contributors that will be prominently featured throughout the prestigious clay court Grand Slam tennis tournament. Building on its longstanding relationship with Roland-Garros in Europe, Eurosport's and TNT Sports' (UK and Ireland) exclusive offerings will feature streaming of every match 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.