

What's happening in European Commercial and VOD Broadcasting 28 April – 2 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

- [Orange TV commemorates the 80th anniversary of the end of World War II with the exclusive pop-up channel "World War II by Canal HISTORIA"](#)
- [MFE Board of Directors approves 2024 results](#)
- [RTL Group's sustainability report](#)
- [New research from Sky Sports looks at the role of Women's sport fandom in the future of sports](#)
- [United Media and Nova Broadcasting Group Bring the International Emmy® Awards Competition to Bulgaria](#)
- [Warner Bros. Discovery Access UK and TNT Sports announce 'Reframe the Game' Directors](#)



[Orange TV commemorates the 80th anniversary of the end of World War II with the exclusive pop-up channel "World War II by Canal HISTORIA"](#)

Orange TV (MasOrange Group) and Canal HISTORIA are launching the exclusive pop-up channel "World War II by Canal HISTORIA" on the platform's programming. This channel invites history lovers to remember the decisive moments of the greatest war of the 20th century, marking the 80th anniversary of the signing of the surrender of Nazi Germany, marking the beginning of the end of the war.



[MFE Board of Directors approves 2024 results](#)

The Board of Directors of MFE-MEDIAFOREUROPE N.V. has unanimously approved the Consolidated Financial Statements for the year 2024. Throughout the year, MFE recorded a marked improvement in its key consolidated financial and economic indicators compared to 2023. These results significantly exceeded the company's initial forecasts, despite a macroeconomic context that remains characterized by persistent uncertainty. A major driver of this positive performance was the growth in advertising revenues, which increased by 4.7% overall across both the Italian and Spanish markets.



[RTL Group's sustainability report](#)

This year, RTL Group reached a milestone with the publication of its first sustainability report in accordance with the European Corporate Sustainability Reporting Directive

(CSRD). The report underlines RTL Group’s commitment to corporate responsibility and transparency. The sustainability report highlights RTL Group’s dedication to the health and wellbeing of our employees, reducing our environmental impact, and upholding our commitment to delivering high-quality content.



[New research from Sky Sports looks at the role of Women’s sport fandom in the future of sports](#)

New research from Sky Sports shows that women’s sports fandom is not niche, with 80% of UK sports fans interested in at least one women’s sport. Whilst women’s sports are attracting distinct groups of fans, both new and longstanding to the sport, the biggest and most commercially valuable audience today are those who follow both men’s and women’s sports. These fans watch five more hours of sport a month and are 10% more likely to pay for sports subscriptions than fans of just men’s sport.



[United Media and Nova Broadcasting Group Bring the International Emmy® Awards Competition to Bulgaria](#)

United Media in collaboration with Nova Broadcasting Group, is honored to host this year’s semi-final judging round in one of the categories for the prestigious International Emmy® Awards. The exclusive event will take place this June in the vibrant city of Sofia, Bulgaria. This marks the fourth consecutive year that United Media has been selected by the International Academy of Television Arts & Sciences to take part in the selection process for the world’s most esteemed television awards.



**WARNER BROS.
DISCOVERY**

[Warner Bros. Discovery Access UK and TNT Sports announce ‘Reframe the Game’ Directors](#)

Warner Bros. Discovery Access, the development programme connecting new and emerging talent to WBD brands, and TNT Sports announced Hannah Congdon, Somina Fombo and Daisy Ifama as the filmmakers who will tell their stories as part of Reframe the Game. Launched last year, Reframe the Game aims to tell untold stories from across women’s sport, as part of TNT Sports commitment to ensuring access and representation for all in sports production, both in front of and behind the camera.

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.