

## What's happening in European Commercial and VOD Broadcasting 26-30 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 Networks International Southern Europe, winner of 8 GEMA awards in its European edition](#)
- [Hearst Networks EMEA announces growth across its CEE region with ad sales launch in Slovenia](#)
- [MFE Delivers Robust First Quarter Results](#)
- [A partnership in the UK](#)
- [Sky releases official teaser for Sky Exclusive drama series IT: Welcome to Derry, coming this Autumn](#)
- [Croatian Nova TV among the best in Europe – silver award at GEMA Awards 2025](#)
- [TNT Sports and Eurosport's global production to deliver most comprehensive coverage of Roland-Garros ever](#)
- [Disney+ becomes the home of UEFA Women's Champions League across Europe](#)



### [AMC Networks International Southern Europe, winner of 8 GEMA awards in its European edition](#)

AMC Networks International Southern Europe (AMCNISE) took home eight GEMA awards (six Golds and two Silvers) last week in San Sebastian at the second European edition of the Global Entertainment Marketing Awards 'GEMAWARDS' (formerly known as Promax). The award-winning campaign was 'DARK 18th Anniversary', a spot conceived and produced by AMCNISE to mark the anniversary of the television channel specializing in horror. The campaign won six Golds in the categories of 'Special Event Spot', 'OMG!', 'Sound Design', 'Partnership', 'Marketing Video' and 'Experiential Activation', and two Silvers in the categories of 'Music with Lyrics' and 'In-House Spot or Trailer'.



### [Hearst Networks EMEA announces growth across its CEE region with ad sales launch in Slovenia](#)

Hearst Networks EMEA is expanding its footprint in Central and Eastern Europe with the launch of a dedicated local feed for The HISTORY Channel in Slovenia. The channel will feature a curated mix of HISTORY Channel originals and popular international content, along with localised ad breaks tailored specifically for Slovenian advertisers.



### **MFE Delivers Robust First Quarter Results**

The Board of Directors of MFE – MEDIAFOREUROPE N.V. unanimously approved the Q1 2025 results, showing solid growth across all key metrics, despite a geopolitical and economic context still marked by significant global instability. Cost reductions in Italy and efficient operations boosted profitability. Advertising revenue remained stable overall, with growth in Italy and recovery signs in Spain. The Group continues to invest in young professionals, reinforcing its long-term vision.



### **A partnership in the UK**

RTL AdAlliance is partnering with Virgin Media O2, one of the largest telecommunications providers in the UK, expanding its UK inventory with 32 FAST channels. Through the new partnership, RTL AdAlliance will boost its ad sales strategy, making it easier for international advertisers to benefit from accessing Virgin Media O2's growing collection of FAST (free ad-supported streaming TV) channels. Today, the 32 FAST channels reach over 3.5 million UK households, which will be added to the inventory of RTL AdAlliance's pan-European Total Video portfolio and strengthen its media footprint within the UK.



### **Sky releases official teaser for Sky Exclusive drama series IT: Welcome to Derry, coming this Autumn**

Sky has released the official teaser for IT: Welcome to Derry, debuting this Autumn on Sky and streaming service NOW. The Sky Exclusive drama series is set in the world of Stephen King's "IT" universe, IT: Welcome to Derry is based on King's "IT" novel and expands the vision established by filmmaker Andy Muschietti in the feature films "IT" and "IT Chapter Two."



### **Croatian Nova TV among the best in Europe – silver award at GEMA Awards 2025**

The 'GEMA Awards Europe 2025' honored Croatian Nova TV's campaign for the popular show MasterChef. This international recognition, which acknowledges and rewards excellence in the field of marketing campaigns for television and streaming services, was awarded for the MasterChef TV spot in the Variety spot category.



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### TNT Sports and Eurosport's global production to deliver most comprehensive coverage of Roland-Garros ever

TNT Sports and Eurosport will present Roland-Garros exclusively for viewers across Europe (excluding France) and the US through one global on-site production, capturing the unique elegance of the Parisian Grand Slam. TNT Sports will operate two on-site studios from Musketeers Square where distinct shows will be presented for US and UK audiences in addition to a dedicated set between courts four and five for truTV viewers in the US.



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### Disney+ becomes the home of UEFA Women's Champions League across Europe

Disney+ will be the home of the UEFA Women's Champions League across Europe from next season, allowing fans to watch every match live at no extra cost. The announcement follows a five-year deal in which The Walt Disney Company has secured live rights to the competition from 2025/26 to 2029/30.

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### **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.