

What's happening in European Commercial and VOD Broadcasting 2-6 June 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

- [SundanceTV commemorates Pride Day with the exclusive premiere of the British series 'Queens'](#)
- [ITV Celebrates Best Sunday of 2025 with Code of Silence](#)
- [Mediaset España launches Mediaset Infinity with more free content and a new user experience](#)
- [Germany's first AI special ad](#)
- [New three-part Sky Original documentary series Polk: The Trial of Philip Polkinghorne to launch exclusively on Sky and streaming service NOW on June 15](#)
- [TF1 Group and FIBA sign exclusive agreement around matches featuring France's national basketball teams](#)
- [NOVA TV – A Quarter Century of Relevant, Entertaining, and High-Quality Content](#)



[SundanceTV commemorates Pride Day with the exclusive premiere of the British series 'Queens'](#)

On 28 June at 10:30 p.m., coinciding with World LGTBQIA+ Pride Day, ISundance TV, produced by AMC Networks International Southern Europe, premieres the British comedy 'Reinonas' (original title 'Smoggie Queens'), starring a group of drag queens and queer friends in a small town in northern England.



[ITV Celebrates Best Sunday of 2025 with Code of Silence](#)

The launch of Code of Silence, coupled with the Britain's Got Talent semi final, gave ITV its best Sunday night of 2025. The first episode of the new crime drama series, starring the acclaimed Rose Ayling Ellis, consolidated with 6.1 million viewers. The programme has been dubbed 'thriller of the year' and a 'landmark moment for inclusion and representation.' Britain's Got Talent meanwhile continued with a consolidated 4.3 million viewers, while the series is averaging 6 million viewers.

MEDIASET*españa.*



[Mediaset España launches Mediaset Infinity with more free content and a new user experience](#)

Mediaset España is transforming Mitele into Mediaset Infinity, a renewed digital platform offering more free content, original productions, and an intuitive interface. The SVOD service becomes Mediaset Infinity+, providing benefits like ad-free viewing and

downloadable content. Available on all devices, the platform is built on the advanced technology of the Italian parent company for a smooth, personalized experience.



Germany's first AI special ad

On 16 May, during one of the commercial breaks of popular RTL Deutschland format Let's Dance, the dance floor transitioned into a mystical dragon arena. This innovative project, titled 'Stagemorph,' aimed to promote the live-action adaptation of the popular animated film How to Train Your Dragon, set to arrive in cinemas on 12 June. The advertising spot represented the first-ever use of generative AI in a special advertising format, marking a significant milestone for Ad Alliance in Germany and Universal Pictures International Germany.



New three-part Sky Original documentary series Polk: The Trial of Philip Polkinghorne to launch exclusively on Sky and streaming service NOW on June 15

Polk: The Trial of Philip Polkinghorne is a three-part documentary series that explores the case of a prominent New Zealand eye doctor accused of the murder of his wife. Was it suicide? Or did Dr. Polkinghorne stage Pauline Hanna's death? In an exclusive, never before seen interview conducted while he was awaiting trial for murder, Dr. Philip Polkinghorne reveals his version of events for the very first time. Sexual deviance. Illicit drugs. Suspicious behaviour. Polk has an answer for it all.



TF1 Group and FIBA sign exclusive agreement around matches featuring France's national basketball teams

TF1 Group is delighted to announce the signature of a major agreement with FIBA to carry exclusive, free-to-air coverage of matches featuring the French national women's and men's basketball teams at future EuroBasket and World Cup tournaments out to 2029. The agreement starts on 18 June with the Turkey v. France fixture at the Women's EuroBasket 2025. It will also cover the Men's EuroBasket 2025, the FIBA Women's World Cup 2026, the Women's EuroBasket 2027, the FIBA World Cup 2027, and the Men's and Women's EuroBasket 2029 tournaments.



NOVA TV – A Quarter Century of Relevant, Entertaining, and High-Quality Content

Nova TV celebrated 25 years of broadcasting. Since its launch on 28 May 2000, as Croatia's first commercial television station, Nova TV has grown into the country's leading media powerhouse. For the past 15 years, it has held the title of the most-watched TV station in Croatia, consistently creating a world its viewers love—authentic, relatable, and emotionally resonant. As it celebrates this milestone anniversary, Nova TV remains a cornerstone of Croatia's media landscape and a driving force in the development of the domestic audiovisual industry.

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.