

What's happening in European Commercial and VOD Broadcasting 16-20 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

- ['Pharaohs, Rise and Fall': HISTORIA Channel explores the fascinating history of leadership in Ancient Egypt](#)
- [The CANAL+ App: Innovation at the heart of the new experience](#)
- [Hearst Networks EMEA launches Crime+Investigation Play to Vodafone customers](#)
- [Italia 1 Secures 'The Simpsons' Through 2028](#)
- [Whoopi Goldberg Co-Founded All Women's Sports Network, Pluto TV Launch FAST Channel](#)
- [Sky Kids brings beloved book character to life with new Sky Original series "My Friend Maisy"](#)
- [Celebrating Excellence in Comedy: Sofia Welcomes the International Emmy® Awards Jury](#)
- [Record-breaking Roland-Garros reaches millions of fans across Europe on Warner Bros. Discovery's platforms](#)



['Pharaohs, Rise and Fall': HISTORIA Channel explores the fascinating history of leadership in Ancient Egypt](#)

On 17 June, HISTORIA Channel, produced by AMC Networks International Southern Europe, exclusively premieres 'Pharaohs, Rise and Fall', a series that delves into the power of the ancient Egyptian leaders. Over six episodes, the series delves into the figure of the pharaoh as an incarnated divinity and political leader, revealing how his power was shaped by religious alliances, military conquests, architectural propaganda, and internal challenges.



[The CANAL+ App: Innovation at the heart of the new experience](#)

CANAL+ is unveiling new features for its application, the CANAL+ App. Determined to be present wherever its subscribers consume content and to support their evolving habits, CANAL+ is pushing the boundaries of entertainment into new environments by partnering with companies that share the same culture of innovation and excellence. The CANAL+ App is unique for: its rich, diverse content, with nearly 1 million items of content across all geographical areas; the combination within one package of live content, replay and subscription videos on demand (SVOD); its live capabilities with access to more than 2,000 channels, 50,000 hours of live content a year and the first multiplex in history with 18 live channels simultaneously.



[Hearst Networks EMEA launches Crime+Investigation Play to Vodafone customers](#)

Hearst Networks EMEA has announced the launch of its direct-to-consumer streaming service, Crime+Investigation Play with Vodafone. Offering over 1,000 hours of premium true crime programming, including local originals and global shows, Crime+Investigation Play is the ultimate subscription video-on-demand destination for UK audiences passionate about true crime.



[Italia 1 Secures 'The Simpsons' Through 2028](#)

Mediaset has renewed its deal with Disney, confirming 'The Simpsons' will remain on Italia 1 until 2028. The agreement includes both classic and new seasons, with the latest episodes premiering exclusively for Italian audiences. For the first time, the series will also be available on demand via Mediaset Infinity and Infinity+. The deal increases Mediaset's digital reach and strengthens its role as the free-to-air home of the iconic show. It also includes a wide selection of top Disney films, which will be available on linear channels and through Mediaset's streaming platforms.



[Whoopi Goldberg Co-Founded All Women's Sports Network, Pluto TV Launch FAST Channel](#)

All Women's Sports Network (AWSN), a global sports TV network dedicated to women's sports that was co-founded by Whoopi Goldberg and Jungo TV, and Paramount Global's free, advertising-supported streaming TV (FAST) service Pluto TV unveiled a global content partnership. The goal is "to make women's sports freely accessible to viewers globally" via a FAST channel, which has now launched in the U.S., Canada, the U.K. and the Nordics.



[Sky Kids brings beloved book character to life with new Sky Original series "My Friend Maisy"](#)

Sky Kids has commissioned My Friend Maisy, a brand-new 2D animated preschool series, from BBC Studios and Trustbridge Entertainment, based on the bestselling books by Lucy Cousins, which have sold over 46 million copies worldwide. Beloved by generations of families, Maisy now steps into the spotlight like never before. Head writer Matilda Tristram (Peppa Pig), helps bring the series to life, following Maisy and her friends, Tallulah, Eddie, Charley and Cyril, on imaginative, joy-filled adventures.



Celebrating Excellence in Comedy: Sofia Welcomes the International Emmy® Awards Jury

Distinguished professionals from the film and television industry are gathering for a historic event in Bulgaria this month. United Media in collaboration with Nova Broadcasting Group will welcome the International Emmy Awards® in Sofia for the very first time on 19 June, when a jury featuring leading experts in film, production and television will evaluate projects in the Semi-Final round in the Comedy category for the prestigious awards.



**WARNER BROS.
DISCOVERY**

Record-breaking Roland-Garros reaches millions of fans across Europe on Warner Bros. Discovery's platforms

Warner Bros. Discovery revealed its coverage of Roland-Garros 2025 resulted in a record-breaking edition with more fans across Europe (excluding France) streaming the action than ever before. Millions of viewers enjoyed coverage of all 900 available matches on WBD's premium platforms Max, HBO Max and discovery+ with streaming audiences increasing by almost a third compared to last year's tournament.

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.