

What's happening in European Commercial and VOD Broadcasting 30 June – 4 July 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

- ['The Walking Dead: Dead City' is now available exclusively on AMC+](#)
- [Atresmedia, a trusted and informative benchmark in Spain, according to the prestigious report by the Reuters Institute and Oxford University](#)
- [COSMO premieres LGBTI athletes: The Courage to Be Visible](#)
- [ITV Studios partners with Paprika Studios to represent key non-scripted formats across Central and Eastern Europe](#)
- [Mediaset Leading News Source in the Digital News Report 2025](#)
- [United Media at CNN Summit: Rethinking Business Models and Unlocking New Growth Opportunities](#)
- [Live multi-market Wimbledon coverage set to be served up by Warner Bros. Discovery](#)



['The Walking Dead: Dead City' is now available exclusively on AMC+](#)

With the premiere last week of the second season of 'The Walking Dead: Dead City', the first two episodes of the AMC+ original series are now available to stream in full on the streaming service. The series stars Jeffrey Dean Morgan and Lauren Cohan, who play two of the most iconic characters in The Walking Dead universe: Negan and Maggie. 'The Walking Dead: Dead City' follows Maggie (Cohan) and Negan (Morgan) as they journey through a post-apocalyptic Manhattan, long cut off from the mainland. The ruined city is filled with the dead and the inhabitants who have made New York their own world of lawlessness, danger, beauty, and terror.



[Atresmedia, a trusted and informative benchmark in Spain, according to the prestigious report by the Reuters Institute and Oxford University](#)

Atresmedia, through its television networks Antena 3 and laSexta and its radio station Onda Cero, is once again positioning itself as the benchmark news group and undisputed leader in credibility and trust, according to data released by the prestigious Digital News Report 2025 prepared by the Reuters Institute for the Study of Journalism and the University of Oxford, in collaboration with the Faculty of Communication of the University of Navarra.



COSMO premieres LGBTI athletes: The Courage to Be Visible

In the world of sports, where discipline and performance are everything, visibility remains an ongoing challenge. Breaking the silence is also a way of competing. As part of its social commitment, COSMO premiered LGBTI Athletes: The Courage to Be Visible on 28 June. This special program featured eight elite athletes and one journalist, all members of the LGBTI community, who shared their personal and professional experiences and explained how we can all build a more inclusive sporting world.



ITV Studios partners with Paprika Studios to represent key non-scripted formats across Central and Eastern Europe

ITV Studios announced at NATPE Budapest a strategic partnership with Paprika Studios, one of the leading independent production companies in Central and Eastern Europe (CEE). Paprika Studios will exclusively represent six of ITV Studios' top non-scripted formats across seven key markets: Bulgaria, Czech Republic, Hungary, Lithuania, Romania, Slovakia, and Slovenia.



Mediaset Leading News Source in the Digital News Report 2025

The 2025 Digital News Report by the Reuters Institute confirms Italians' strong trust in Mediaset newscasts as a source of quality information, ranking them first nationally for credibility. Tgcom24 also performs strongly only, ranking second in weekly access frequency. In a landscape shaped by social media, video content, and artificial intelligence, Mediaset's news offering stands out for balance, timeliness, and clarity.



United Media at CNN Summit: Rethinking Business Models and Unlocking New Growth Opportunities

A delegation from United Media, led by CEO Aleksandra Subotić, took part in the CNN International Commercial Affiliates Summit held in London, a dynamic forum that brought together top executives from CNN's global partner network. For United Media, the summit provided a valuable opportunity to reflect on and further develop its business models and long-term strategies in line with rapid changes in the global media landscape. "The CNN Affiliate Summit was an excellent opportunity to hear fresh ideas and explore how the world's top news organizations are rethinking their strategies," said Aleksandra Subotić, CEO of United Media.



WARNER BROS. DISCOVERY

Live multi-market Wimbledon coverage set to be served up by Warner Bros. Discovery

Max and HBO Max will be the ticket to every match taking place at Wimbledon for viewers streaming the action in Belgium, Bulgaria, Czech Republic, Finland, Hungary, Iceland, The Netherlands, Norway, Romania, Slovakia and Sweden. Eurosport will also provide premium television coverage and local commentary in these territories with additional free-to-air coverage offered on WBD's channels in the Nordics.

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.