

## What's happening in European Commercial and VOD Broadcasting 7-11 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

- [Vodafone TV launches the exclusive pop-up channel "Great Civilizations" on the channel HISTORIA](#)
- [COSMO brings back 'Death in Paradise' for a landmark fourteenth season](#)
- [ITV and Guinness Partner to Bring Live Audio Descriptive Commentary to UEFA Women's EURO 2025 Coverage](#)
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### [Vodafone TV launches the exclusive pop-up channel "Great Civilizations" on the channel HISTORIA](#)

Vodafone TV and Canal HISTORIA launched the new pop-up channel, Great Civilizations from July 1 to 31. This channel is designed to immerse you in the fascinating history of the great empires of antiquity: from Ancient Egypt and the Roman Empire to civilizations such as the Incas, Celts, and Vikings. The channel, which will feature more than 130 hours of documentary content, will be available exclusively to Vodafone TV customers at no additional cost.



### [COSMO brings back 'Death in Paradise' for a landmark fourteenth season](#)

With over 100 episodes aired and now ranking among the longest-running series on television, Death in Paradise returned to COSMO on 6 July with the premiere of its brand-new fourteenth season. This television phenomenon continues its successful run with the arrival of a new lead. Don Gilet joins the sun-soaked mystery series as Detective Inspector Mervin Wilson, a sharp and reserved London cop who arrives in Saint Marie in search of his biological mother.



### **ITV and Guinness Partner to Bring Live Audio Descriptive Commentary to UEFA Women's EURO 2025 Coverage**

ITV, in partnership with Guinness, is bringing live audio description commentary to its coverage of matches during UEFA Women's EURO 2025. ITV's descriptive commentary aims to bring to life TV pictures for a blind and partially sighted audience, giving a level of visual detail of the action and the surrounding stadium atmosphere far beyond the standard broadcast commentary.



### **New campaign on disinformation and fake news**

Mediaset launches a campaign to promote responsible journalism and fight fake news under the slogan "La verità conta, conta fino a 10!" (Truth matters, count to 10!). Running from 6 to 12 July 2025, the initiative urges people to pause before sharing, verify sources, check dates, read beyond headlines, and trust reputable news outlets. Part of the CSR programme "Mediaset ha a cuore il futuro" to promote a more aware and informed citizenship, the campaign will be available across Mediaset's TV, radio, social media, and a dedicated website.



### **Best quarter of all time for Joyn! SAT.1 is growing. ProSieben is growing. Kabel Eins is growing**

Truly strong. ProSiebenSat.1 super streamer Joyn celebrates the best quarter in its history. Usage and watch time increase significantly. The linear channels SAT.1, ProSieben and Kabel Eins grow significantly in the second quarter of 2025 compared to the previous year. In June, all linear channels grew in their target groups and among viewers aged 14-59 compared to the previous year: SAT.1 (+1.8 percentage points), ProSieben (+1.2 percentage points), Kabel Eins (+0.7 percentage points), Sixx (+0.3 percentage points), SAT.1 GOLD (+0.6 percentage points), ProSieben MAXX (+0.3 percentage points), Kabel Eins Doku (+0.1 percentage points).



### **Sky Arts Unveils New Mozart Season, Celebrating the Legacy of Classical's Greatest Maestro**

Sky Arts presents Mozart Season – a collection of new programmes offering a fresh take on classical music's most iconic name, featuring Lauren Laverne, David Harewood and Danielle de Niese. From a live concert celebrating Mozart's operatic heroines, to a globe-trotting investigation into the overlooked legacy of his sister Maria-Anna, and a documentary revealing Mozart as one of music's first freelancers, these three Sky Originals explore the world that shaped the great composer, and the people around him history left behind.



### At the Forefront of Anti-Piracy: United Media Participates in EUROPOL Coordination Meeting

Experts from United Media's anti-corruption team participated in a two-day working meeting held in Sofia, as part of the EMPACT program. The forum was jointly organized by the Intellectual Property Department of the Bulgarian Cybercrime Directorate (GDBOP) and Europol. The event brought together over 80 representatives from law enforcement and judicial authorities, regulatory bodies, industry associations, and the private sector. United Media's presence at this important gathering reflects the company's long-standing cooperation with institutions responsible for protecting intellectual property rights.



**WARNER BROS.  
DISCOVERY**

### Warner Bros. Discovery gears up to present every stage of the Tour de France live

Heroes will be immortalised in the quest for the iconic yellow jersey and new stories will be told as Warner Bros. Discovery (WBD) Sports Europe presents next-level coverage of the Tour de France and Tour de France Femmes avec Zwift for fans across Europe and Asia. A race steeped in history and the pinnacle of professional cycling, the Tour de France set out from Lille with its 112th Grand Départ on 5 July with all 21 stages of the 3,320-kilometre race shown live on WBD's channels and platforms. This comprises every market in Europe, with exclusivity in 44 territories, and across the Asia-Pacific region, on Eurosport, TNT Sports in the UK and Ireland, and every minute live on WBD's streaming platforms Max, HBO Max and discovery+.

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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.