

What's happening in European Commercial and VOD Broadcasting 14-18 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

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[Disney and ITV announce first-of-its-kind strategic relationship](#)

The Walt Disney Company and ITV announced a new first-of-its-kind initiative to carry each other's streaming services, in the form of a promotional selection, billed as a 'Taste of ITVX' and a 'Taste of Disney+' respectively. Starting 16 July, a curated, and regularly refreshed selection of hit shows and movies from Disney+ and ITVX will be available to viewers on both platforms. The agreement showcases ITV and Disney's world-class content to each other's complementary audiences, extending reach and allowing more viewers to discover Disney+ and ITVX.



[2024 Sustainability Report now available](#)

MFE N.V., Mediaset's parent company, published its Annual Sustainability Report, reaffirming its commitment to integrating environmental protection and social responsibility into its business strategies. The MFE Group is dedicated to upholding sustainability principles and values across all areas of operations, while also promoting and respecting human rights throughout its supply chain. Creativity, innovation, and the adoption of cutting-edge technologies remain central to MFE's activities and are essential to maintaining responsible leadership in the audiovisual sector.



[Celebrating 15 years of reintegration](#)

La Fondation du Groupe M6 celebrates 15 years of helping people reintegrate into society after imprisonment. In 2010, Groupe M6 launched the initiative La Fondation du Groupe

M6, the only corporate foundation in France focusing on the professional reintegration of former prisoners in society. Since then, the foundation has become a beacon of social impact, working closely with key associations, the French prison system and civil society to leverage employment as an essential tool for reintegration.



From Treehouses to the Deep Sea: A First Look at Sky Kids' New Adventures

Sky Kids has revealed exclusive first look images for its vibrant new slate of original programming featuring returning favourites, imaginative new formats and standout storytelling for young audiences. From spooky Halloween parties to calming Christmas specials, the slate offers fresh adventures and playful storytelling styles that spark creativity, curiosity and emotional connection.



United Media teams up with FT Strategies and Google to lead AI shift in newsrooms

As part of United Media's portfolio, Netinfo and Nova Broadcasting Group have joined the prestigious AI Launchpad program—an initiative led by FT Strategies and supported by Google. Collaborating with FT Strategies allows United Media and Netinfo to implement industry-leading practices and accelerate AI-driven transformation across all markets. Netinfo's editorial and R&D teams are developing a modular AI platform that automates core newsroom functions: from content generation and translation to article enrichment and metadata creation.



**WARNER BROS.
DISCOVERY**

Race Bikes: New Warner Bros. Discovery series showcases the fastest, most iconic Mountain Bikes

Race Bikes is a brand-new show that will take cycling aficionados deeper into the world of Mountain Bike racing through its fastest and most iconic machines. The four-part series will air on Warner Bros. Discovery across mainland Europe (via Eurosport) and the UK and Ireland (via TNT Sports) as well as its streaming platforms HBO Max and discovery+.

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.