

## What's happening in European Commercial and VOD Broadcasting 1-5 September 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

- [AMC Networks launches linear channels AMC+ Connect and AMC Anime on Vodafone TV](#)
- [Publiespaña breaks new ground with Ad Infinity](#)
- [Pluto TV and Borussia Dortmund football team: A joint success story enters a new season](#)
- [RTL Deutschland celebrates a decade of entertainment](#)
- [Sky Sports to show more NFL games than ever as part of new rights agreement](#)
- [United Media renews exclusive Bundesliga rights for the next four seasons](#)
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### [AMC Networks launches linear channels AMC+ Connect and AMC Anime on Vodafone TV](#)

AMC Networks is expanding its television offering in Spain with the launch of three linear channels on Vodafone TV starting September 1st : AMC+ Connect, AMC Anime, and the return of the Sol Música channel. Viewers will be able to discover very different, yet equally fascinating, universes with these channels. They can learn about the most iconic sagas and grand universes of AMC+ on AMC+ Connect, and enjoy the most acclaimed Japanese animation titles produced by HIDIVE on AMC Anime.

### *MEDIASET*españa.



### [Publiespaña breaks new ground with Ad Infinity](#)

The launch of Mediaset Infinity - available across all devices such as web, app, connected TV - featuring major technical and visual upgrades, along with a fast, intuitive interface built on one of the most advanced streaming architectures on the market, has marked a significant milestone for Publiespaña. In the fourth quarter of 2025, Ad Infinity will roll out a groundbreaking advertising solution designed to redefine the OTT advertising experience. Seamlessly integrated into the new platform, Ad Infinity offers brands and advertisers an innovative approach to reaching audiences in an increasingly digital and on-demand media landscape.



### [Pluto TV and Borussia Dortmund football team: A joint success story enters a new season](#)

Pluto TV and Borussia Dortmund have extended their content and marketing partnership. Pluto TV remains BVB's Champion Partner and is expanding the collaboration to include more areas and joint activities. As part of the partnership, Borussia Dortmund and Pluto TV will jointly create new content that builds on the successful "The Black and Yellow Duel"

series with host Patrick Owomoyela, produced as part of the FIFA Club World Cup, and expands Pluto TV's extensive offering for sports fans.



#### [RTL Deutschland celebrates a decade of entertainment](#)

RTL Deutschland's popular reality show, Das Sommerhaus der Stars – Kampf der Promipaare (Power Couple), is gearing up for its tenth season, marking a significant milestone in its history. Since its debut in 2016, the show has captivated audiences with its blend of celebrity couples, intense challenges and unexpected conflicts, all set against the backdrop of a charming yet chaotic summer house.



#### [Sky Sports to show more NFL games than ever as part of new rights agreement](#)

Sky Sports has announced a new three-year deal with the NFL, extending its long-standing partnership with the league to over 30 years and cementing its position as the home of the NFL in the UK & Ireland. Fans can once again look forward to the best games every week on Sky, with the broadcaster having the first-pick exclusive game on Sunday at 6pm live on Sky Sports NFL and the first pick for the Sunday 9pm game.



#### [United Media renews exclusive Bundesliga rights for the next four seasons](#)

United Media announced the renewal of its exclusive rights to broadcast Germany's Bundesliga – bringing fans in eight countries the very best of German football until the end of the 2028/29 season. The new deal includes all matches from the Bundesliga and Bundesliga 2, as well as the promotion/relegation play-offs and the Franz Beckenbauer Supercup, with exclusive broadcasts across nine countries – the Balkans, Bulgaria, Greece, and Cyprus.



**WARNER BROS.  
DISCOVERY**

#### [Warner Bros. Discovery to show season defining races from La Vuelta and world championships](#)

The final test of the Grand Tour season is set to captivate millions of cycling fans across Europe as Warner Bros. Discovery's coverage of La Vuelta a España began on 23 August. All 21 stages are broadcast live on Eurosport 1 (Europe and Asia-Pacific region); TNT Sports 1 and TNT Sports 3 (UK and Ireland) with a minimum of 75 live hours of action produced for fans across the three-week race. In addition, fans in the UK and Ireland can enjoy free highlights coverage each day on Quest. Every stage is also available to stream live and on-demand on HBO Max and discovery+ with in-app innovations such as key moment timeline markers putting viewers in control of their own viewing experience.

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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.