

What's happening in European Commercial and VOD Broadcasting 15-19 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

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[Odisea explores the consequences of human disappearance in 'Life Without Us'](#)

Starting on 16 September, Odisea, produced by AMC Networks International Southern Europe, exclusively premieres 'Life Without Us', a documentary series that explores the possible global consequences following the disappearance of human beings. Through computer-generated images, supported by rigorous scientific precision, each episode reveals both the immediate and long-term consequences of human absence on Earth.



[ITVX achieves its biggest ever August](#)

ITVX reached over 260 million streams in August, its best August since launching three years ago. The streaming platform achieved a 35% increase year on year, thanks to a combination of big hitting drama and reality commissions, as well as strong performances from the soaps. Drama became the top performing genre throughout the month, accumulating 80 million streams.



[New DAZN–Mediaset Partnership for LaLiga Matches](#)

After their collaboration on the FIFA Club World Cup, DAZN and Mediaset have extended their partnership. The deal grants Mediaset co-exclusive rights to broadcast six top matches from Spain's LaLiga EA Sports during the season, while DAZN will continue to air all 380 games as the league's main broadcaster in Italy until 2029. The selected matches, including El Clásico (Real Madrid–Barcelona) and the Madrid derby, will air on Mediaset's free-to-air channels, aiming to attract wide audiences. "Since 2021, we have developed our

partnership with DAZN with a strategic focus on positioning football as a key communication platform to reach all audiences. From the central role of Serie A in Italy, with growing viewership at the start of this season, to the international success of the FIFA Club World Cup in Italy and Spain - which reached over 50 million people on Mediaset's networks - up to today's choice, this new step underscores our commitment to showcasing football at its highest level," said Stefano Sala, CEO of MFE Advertising.



Legendary Polish singer Maryla Rodowicz performs at a special edition of the iconic MTV Unplugged series

Throughout a career spanning more than sixty years, Maryla Rodowicz has shaped Polish popular music with over 20 studio albums and more than 600 songs, many of which have become staples of Polish pop culture. On 3 September 2025, she performed together with special guest artists at the Dramatic Theatre in Warsaw for the 18th Polish edition of "MTV Unplugged", a prestigious concert series where top musicians present their songs in acoustic form. The concert is produced in partnership with Paramount and CANAL+ and has been recorded for the iconic MTV Unplugged series, to be released by Warner Music Poland.



Golden Lion, shining stars: Fremantle dazzles in Venice

Fremantle celebrated a remarkable evening at the 82nd Venice Film Festival, with three productions from its Italian label The Apartment taking home prestigious awards – including the festival's top prize. The Apartment productions claimed the Golden Lion for Father Mother Sister Brother, the Coppa Volpi for 'Best Actor' for Toni Servillo in La Grazia, and 'Best Actress' for Benedetta Porcaroli in The Kidnapping of Arabella.



Sky announces new episode of original documentary series, The Case Against Adnan Syed, airing 19 September on Sky Documentaries

Sky announced a new episode of critically acclaimed Sky Original documentary series, The Case Against Adnan Syed, coming to Sky Documentaries on 19 September. The first four parts of the series, directed by Academy Award nominated director Amy J. Berg, explore the 1999 murder of high school student Hae Min Lee, and the arrest and conviction of Syed, who was her ex-boyfriend at the time.



TF1 Group wins the CB News 2025 Media Grand Prix

At the 27th edition of the "Grand Prix des Régies et des Médias CB News" which took place on 9 September in Paris, the TF1 Group won 4 awards including the Grand Prix des Médias

CB News. In this year marking the 50th anniversary of TF1, the Grand Prix des Régies et des Médias CB News 2025 highlights the success of the TF1 Group's digital acceleration strategy driven by TF1+, the quality of its news and its ambitious line-up, but also its numerous advertising innovations.



**WARNER BROS.
DISCOVERY**

US Open breaks audience records on Eurosport and HBO Max across Europe

The US Open has driven record viewership for Warner Bros. Discovery's channels and platforms following the thrilling conclusion of the tournament last weekend. Broadcasting exclusively to 45 countries across Europe, Eurosport 1 grew its US Open audience by a 32% 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.