

What's happening in European Commercial and VOD Broadcasting 22-26 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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[AMC+ revives Giuseppe Tornatore's unreleased series, 'Il Camorrista,' after 40 years in the shadows](#)

On 2 October, AMC+ will exclusively broadcast 'Il Camorrista', the unreleased series by Giuseppe Tornatore (Oscar winner for 'Cinema Paradiso') that was never released, until now. Filmed in 1985 and based on the novel by Giuseppe Marazzo, the production narrates the rise and fall of Raffaele Cutolo, one of the most influential bosses in the history of the Italian mafia. Known as 'The Professor' for his intellect and passion for writing, he founded and led the Nuova Camorra Organizzata, a criminal organisation that reached more than 7,000 members, rivaling the Sicilian Cosa Nostra and forging alliances with the Calabrian 'Ndrangheta.



[Atresplayer and Disney+ announce a historic content agreement in the Spanish market](#)

ATRESMEDIA and Disney+ reached a historic agreement in the Spanish market. This unprecedented agreement allows ATRESMEDIA, its Atresplayer platform, and Disney+ to expand their audiences and catalogs, and strengthens the long history of collaboration between the two companies. Starting in September, Disney+ customers will have access to a specially curated collection of ATRESMEDIA titles through the atresplayer label. This includes more than 300 hours of Spanish-produced content annually, which will be updated regularly, in a dedicated atresplayer space within Disney+. This important integration agreement will allow Atresplayer to have its own differentiated space on Disney+ with a selection of more than 300 hours per year of its content produced in Spain, which will be renewed regularly.



ITV launches Dynamic Pause Ads

ITV has launched Dynamic Pause Ads, with custom adverts generated for users on ITVM when they pause on-demand content on connected TVs. The brand new format – a UK first – is launching with British Airways as the initial brand to trial Dynamic Pause Ads. The flag carrier is using this format as part of its “The End of Summer Sale” campaign, offering customers limited-time, special offers when booking their next adventure.



Mediaset Launches Awareness Campaign on Eating Disorders

In Italy, an estimated 3.5 million people are living with a nutrition or eating disorder (ED). Despite its growing prevalence, this serious health emergency often remains invisible, concealed by silence, stigma, and misinformation. From September 21 to 27, Mediaset will launch its new awareness campaign, “Agire sposta l’ago della bilancia” (“Taking action can tip the scale”), to shed light on one of today’s fastest-growing health challenges. The initiative will run across Mediaset’s TV, radio, social media channels, and a dedicated website, offering practical tools for the early recognition of eating disorder symptoms and providing valuable guidance to better support those affected.



Celebrated Italian actor and director Carlo Verdone is filming his new movie for Paramount+

Celebrated Italian actor and director Carlo Verdone has begun filming his new movie titled Scuola di Seduzione, produced by Luigi and Aurelio De Laurentiis and set to be released in 2026 exclusively on Paramount+. The story follows six emotionally vulnerable and insecure individuals who turn to a “love coach” for help navigating romantic relationships in a world increasingly influenced by technology and AI. Cast members include Oscar-nominated Karla Sofía Gascón (Emilia Pérez) alongside Vittoria Puccini (Madly) and Lino Guanciale (The Count of Monte Cristo).



Two deals, one direction: RTL Deutschland doubles down on premium content

With two major content deals – an expanded agreement with Warner Bros. Discovery and exclusive live rights to the DFB-Pokal – RTL Deutschland is reinforcing its strategy to deliver premium, emotionally resonant programming. RTL Deutschland is deepening its long-standing partnership with Warner Bros. Discovery. Through a new volume deal, the company gains extensive rights to current cinema hits, high-profile US series and a range of iconic titles from the Warner Bros. Discovery library. Starting in the 2026/27 season, RTL Deutschland will broadcast 15 top matches of the men’s DFB-Pokal live on RTL and RTL+. The deal also includes further highlight rights, bringing the magic of the cup to even more screens.



'The Walking Dead: Daryl Dixon' Season 3 to launch exclusively on Sky and NOW on Friday 24 October

'The Walking Dead: Daryl Dixon' series is back for a third season. All episodes of the global phenomenon will be available exclusively on Sky Max and streaming service NOW on Friday, 24 October. Season three, filmed in Spain, will follow Daryl Dixon (Norman Reedus) and Carol Peletier (Melissa McBride) as they continue their journey to somehow return home and to the ones they love. As they struggle to find their way back, the path takes them farther astray, leading them through distant lands with ever-changing and unfamiliar conditions as they witness the various effects of the Walker apocalypse.

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.