

What's happening in European Commercial and VOD Broadcasting 6-10 October 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

- [HISTORIA Channel uncovers hidden secrets of various governments with the premiere of "Declassified Case Files with David Duchovny"](#)
- [beIN SPORTS wins gold at MENA Digital Awards 2025 for 'Best Use of Digital in Entertainment & Sports'](#)
- [ITV's Fresh Cuts 2025 Slate: Fresh voices and fresh stories](#)
- [MFE approved 1H results for 2025](#)
- [Pluto TV launches Pluto Snooker 900, a first-of-its-kind dedicated and exclusive snooker channel supported by legend Ronnie O'Sullivan](#)
- [Historic Ryder Cup victory delivers record-breaking weekend for Sky Sports](#)



[HISTORIA Channel uncovers hidden secrets of various governments with the premiere of "Declassified Case Files with David Duchovny"](#)

Starting on 6 October, HISTORIA Channel exclusively premieres 'Declassified Files with David Duchovny', a series in which the legendary actor delves into the secrets of the real world that until now seemed hidden. Throughout the episodes, the television channel offers a tour of the darkest parts of human history, with exclusive access to previously unpublished evidence and recently declassified documents. From covert operations to unusual scientific experiments, deadly cover-ups and mysterious technologies, the production examines the scope of the actions of governments that have operated in the shadows in the name of national interest.



[beIN SPORTS wins gold at MENA Digital Awards 2025 for 'Best Use of Digital in Entertainment & Sports'](#)

beIN SPORTS won gold in the 'Best Use of Digital in Entertainment and Sports' category at the MENA Digital Awards 2025. The prestigious prize was in recognition of the network's comprehensive coverage of last summer's UEFA European Football Championship (EURO 2024™) across the Middle East and North Africa (MENA).



ITV's Fresh Cuts 2025 Slate: Fresh voices and fresh stories

ITV have announced six commissions that make up this year's Fresh Cuts programme - a vibrant slate of programmes premiering this autumn on ITV1, IT VX and ITV's YouTube channel. Now in its fourth year, Fresh Cuts has evolved into a platform for extraordinary, authentic stories. This year it has been commissioned to celebrate Black History Month and UK Disability History Month, with the strand bringing together six daring, diverse, and unapologetically original programmes from People of Colour (POC) and/or Deaf, Disabled or Neurodivergent (DDN) led production companies.



MFE approved 1H results for 2025

The Board of Directors of MFE-MEDIAFOREUROPE N.V. (MFE) has approved the half-year report for 2025 and expressed great satisfaction with the successful completion of the takeover bid for ProSiebenSat.1, a milestone that marks a key strategic step forward in the Group's industrial project. Pier Silvio Berlusconi, CEO of MFE-MEDIAFOREUROPE N.V., stated: "MFE has closed its tenth consecutive half-year with positive results and continued profit growth. These achievements provide the stability we need to meet the challenges of an increasingly complex economic environment and the growing competition from global digital giants."



Pluto TV launches Pluto Snooker 900, a first-of-its-kind dedicated and exclusive snooker channel supported by legend Ronnie O'Sullivan

On Monday 6th October Pluto Snooker 900, a brand-new snooker channel, launches exclusively on Pluto TV – the ad-supported free streaming service that features a wide variety of content – and it's set to shake up the sport. Viewers and snooker fans in the UK, Austria, Canada, Denmark, Finland, Germany, Norway, Sweden, and Switzerland can expect relentless action, quickfire drama and a stage where legends and rising stars collide. The channel, which will initially broadcast 18 hours a week of live snooker, will be the first dedicated snooker channel of its kind and the new home of "Snooker 900" – a high-octane, 15-minute format built for today's streaming generation.



Historic Ryder Cup victory delivers record-breaking weekend for Sky Sports

This weekend was the most watched in Sky Sports history as 8.8 million viewers tuned in to an unmissable line-up of live entertainment including an historic Ryder Cup, action from the Premier League, EFL, WSL, SPFL and Bundesliga as well as rugby league, tennis and NFL. Central to the weekend was the 2025 Ryder Cup which created history on and off the course with a record-breaking 5 million viewers tuning in to watch Team Europe edge out Team USA across the three days of the tournament. Average viewing of this year's thrilling showdown across Sky Sports Golf and Sky Sports Main Event was up 45% on the 2023 Ryder Cup.

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.