

What's happening in European Commercial and VOD Broadcasting 27-31 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

- [The third season of 'The Walking Dead: Daryl Dixon' is now available in full on AMC+](#)
- [ITV Studios' My Mum, Your Dad to launch in Portugal on SIC](#)
- [Marco Giordani appointed CEO of ProSiebenSat.1](#)
- [Pluto TV is the 'House of Horror': streaming the largest and most diverse horror offering in the FAST space across international markets](#)
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[The third season of 'The Walking Dead: Daryl Dixon' is now available in full on AMC+](#)

With the premiere of the third season finale of 'The Walking Dead: Daryl Dixon' broadcast on 20 October, all three episodes of the AMC+ original series are now available to stream in full on the streaming service. Filmed and set in Spain, the series has become one of the most ambitious international productions filmed in our country last year. This seven-episode third season follows Daryl Dixon (Norman Reedus) and Carol Peletier (Melissa McBride) in Europe as they attempt to return home.



[ITV Studios' My Mum, Your Dad to launch in Portugal on SIC](#)

ITV Studios' critically-acclaimed dating format My Mum, Your Dad launched on Portuguese network SIC on 26 October. Produced locally by Shine Iberia Portugal, My Mum, Your Dad is packed with heart, humour and surprises, this dating show with a difference sees single parents, with plenty of life experience and college-aged kids of their own, looking for love in a luxurious mansion!



[Marco Giordani appointed CEO of ProSiebenSat.1](#)

On 21 October 2025, MFE-MediaforEurope N.V. (MFE) and ProSiebenSat.1 Media SE announced major leadership changes with Marco Giordani, currently MFE's CFO, appointed Chief Executive Officer of ProSiebenSat.1. This marks a new phase in the industrial strategy shared by the two European media groups. "This new role represents an opportunity to build a stronger, integrated European media ecosystem," Giordani said. "By combining the strengths of MFE and ProSiebenSat.1, we will drive innovation, enhance

profitability, and deliver compelling entertainment experiences to European audiences”. Giordani will continue to hold his roles at MFE while leading ProSiebenSat.1, reinforcing closer cooperation between the two organisations.



[Pluto TV is the 'House of Horror': streaming the largest and most diverse horror offering in the FAST space across international markets](#)

Pluto TV launched a global “House of Horror” initiative to expand its horror content offering in time for Halloween. The platform features over 100 horror-themed channels adding more than 1,200 hours of new content across markets including the UK, Italy, Brazil, Canada, and more. A new licensing deal with Lionsgate brings iconic franchises like *SAW*, *The Grudge*, and *Leprechaun*, as well as cult titles such as *American Psycho* and *The Blair Witch Project*, to Pluto’s catalogue. Additional expansions include genre-specific channels like zombies, haunted houses, and '80s horror. A recent Pluto survey finds horror fandom is global, evenly gendered, and mostly strong among 25- to 44-year-olds, though in Italy and Spain the 45-54 bracket is prominent.



[Two wins for RTL Deutschland at the Weißer Elefant Awards](#)

RTL Deutschland celebrated a double win at this year’s prestigious Weißer Elefant (White Elephant) Children’s Media Awards. The hit series *Neue Geschichten vom Pumuckl* (Pumuckl’s New Adventures) and the initiative *Toggo Radio gibt dir eine Stimme!* (Toggo Radio Gives You a Voice!) both took home top honours in their categories. Presented by Medien-Club München since 2001, the Weißer Elefant recognises outstanding productions for children and young people.



[United Media brings the NBA back to Sportklub in Croatia and Slovenia](#)

United Media has secured the rights to broadcast the NBA on Sportklub channels in Croatia and Slovenia. After six years, the world’s premier basketball league is returning to Sportklub, marking the start of an exciting new chapter for basketball fans across the region. A multi-year agreement has been reached to the mutual satisfaction of both sides, ensuring that live games, daily highlights, and weekly NBA shows once again take center stage in Sportklub’s programming lineup.

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.