

## What's happening in European Commercial and VOD Broadcasting

### 19-23 January 2026

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+ releases the thrilling trailer and official poster for season 4 of the acclaimed noir thriller 'Dark Winds'](#)
- [Corriedale sweeps the nation: peak of nearly 5 million viewers tune in live for spectacular soap crossover](#)
- [Mediaset confirms its leadership in the 2025 Italian cross-media landscape](#)
- [ProSiebenSat.1 tops 12 million Joyn users in December](#)
- [RTL+ partners exclusively with HBO Max for its Germany launch](#)
- [Sky News reinvents News at Ten for the modern audience with The Wrap](#)
- ["Your Olympics. Your Way." New Warner Bros. Discovery campaign showcases the power of choice for Milano Cortina 2026](#)



#### [AMC+ releases the thrilling trailer and official poster for season 4 of the acclaimed noir thriller 'Dark Winds'](#)

AMC+ released the exciting trailer and official poster for the acclaimed noir thriller 'Dark Winds,' which returns to Spain with its highly anticipated fourth season on 16 February, the day after its US premiere, exclusively on the streaming service. Consisting of eight one-hour episodes, season 4 focuses on the search for a missing Navajo girl, an investigation that takes Leaphorn (Zahn McClarnon), Chee (Kiowa Gordon), and Manuelito (Jessica Matten) from the safety of the Navajo Nation to the grittiest corners of 1970s Los Angeles, in a race against time to save her from an obsessive killer with ties to organized crime. New episodes will be released weekly on Mondays.



#### [Corriedale sweeps the nation: peak of nearly 5 million viewers tune in live for spectacular soap crossover](#)

The explosive collision of Coronation Street and Emmerdale in the landmark Corriedale event was a massive hit with fans, peaking with 4.7 million viewers (averaging 4.2million viewers across the hour). The impressive live overnight audience figures are the highest live TV ratings for a soap in over a year, and the biggest TV peak audience for a soap since 2022 (outside of Christmas Day episodes). Corriedale is the highest live TV audience for any drama across any broadcaster or streamer since Call the Midwife in February 2025, and ITV's highest TV audience since I'm a Celebrity...Get Me Out of Here!



### Mediaset confirms its leadership in the 2025 Italian cross-media landscape

In 2025, Mediaset reaffirms its leadership in the Italian media landscape, particularly within the key commercial target of 15-64 years. For the third consecutive year, it is also the top broadcaster in terms of total TV audience, with a 37.5% share, demonstrating consistent growth since 2019. Furthermore, Mediaset leads in non-linear consumption, with over 10 billion videos viewed. This trend was further confirmed by audience data from the holiday season and the first weeks of 2026, during which Mediaset remained the leading Italian broadcaster both for total-day viewership and in prime time.



### ProSiebenSat.1 tops 12 million Joyn users in December

Germany's ProSiebenSat.1 reached for the third consecutive time over 12 million monthly users for its streaming platform Joyn in December, doubling its audience compared to the same period last year. Joyn reached 12.4 million viewers aged three and older in December 2025, marking a growth of over 100% versus December 2024.



### RTL+ partners exclusively with HBO Max for its Germany launch

RTL+ is the exclusive bundle partner for the Germany launch of HBO Max, Warner Bros. Discovery's streaming service, launched on 13 January. As part of this agreement, RTL+ offers access to both services with a single subscription, bringing together the best of two entertainment worlds.



### Sky News reinvents News at Ten for the modern audience with The Wrap

Sky News announced The Wrap, a bold evolution of its 10pm output that moves beyond the traditional late-night bulletin to focus on debating, analysing and making sense of the day's news, not just reporting it. Launching Monday 26 January, The Wrap will air nightly from 10pm to midnight and reflects how audiences now engage with news. In an always-on digital world, viewers now get breaking news instantly, wherever they are, and no longer rely on a scheduled bulletin to catch up at the end of the day. As a result, the format will lean more heavily on innovative video storytelling and analysis rather than focusing on traditional TV packages.



### **Croatian Nova TV three nominations at Golden Studio Awards 2026**

Nova TV has been shortlisted in three major categories for the Golden Studio Awards 2026, one of Croatia's most prominent honours celebrating excellence in television, film and culture. The nominations recognise standout television personalities, a long-running hit drama series and a flagship entertainment format that shaped the past year in Croatian broadcasting.



### **WARNER BROS. DISCOVERY**

#### **"Your Olympics. Your Way." New Warner Bros. Discovery campaign showcases the power of choice for Milano Cortina 2026**

As the Opening Ceremony of the Olympic Winter Games in Milano Cortina draws ever closer, Warner Bros. Discovery has released its anthem spot that captures the essence of fervent, patriotic support as well as experiencing the Olympics on its channels and platforms. Developed by Warner Bros. Discovery's in-house creative team in collaboration with award-winning director Bart Timmer, the 60-second promo forms part of a wider 360-degree campaign ahead of next month's Olympic Winter Games and airs from 16 January 2026. The spot will feature on WBD's owned and operated linear, social and digital platforms across Europe.

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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.