

What's happening in European Commercial and VOD Broadcasting

15-19 December 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

- [Atresmedia prepares a documentary about Eduardo Casanova and HIV, produced by Jordi Évole](#)
- [MFE celebrates record year and outlines strategic priorities for 2026](#)
- [Sky Sports remains the exclusive home of the Masters Tournament, with more live coverage than ever before](#)
- [Nova Broadcasting Group was awarded the prestigious TRUE LEADERS award](#)
- [Golden Trail World Series: a record-breaking 2025](#)



[Atresmedia prepares a documentary about Eduardo Casanova and HIV, produced by Jordi Évole](#)

Atresmedia and Producciones del Barrio are preparing a documentary starring director and actor Eduardo Casanova, which will premiere in theaters in 2026. In the feature film, directed by Màrius Sànchez and Lluís Galter and produced by Jordi Évole, Casanova makes the most intimate and transcendent revelation of his life: he has HIV. There is no precedent in Spain of a figure as well-known as Eduardo Casanova publicly revealing that he lives with HIV, a step that organizations and activists have been demanding for many years to help end the social stigma associated with the virus.



[MFE celebrates record year and outlines strategic priorities for 2026](#)

On 10 December, during the traditional Christmas toast with the press, Pier Silvio Berlusconi, CEO of MFE-MEDIAFOREUROPE, highlighted MFE's outstanding results, driven by three guiding principles: content, cross-media integration, and European growth. "2025 has been an extraordinary year for MFE. Through seven years of hard work, determination, and a robust industrial strategy, we have succeeded in elevating our Group to a new dimension. MFE possesses the capabilities, stability, and courage to build a Group that can face challenges, compete, and grow on a global scale."



Sky Sports remains the exclusive home of the Masters Tournament, with more live coverage than ever before

Sky Sports and Augusta National Golf Club have today announced a new multi-year extension to their long-standing partnership, keeping Sky Sports and NOW as the exclusive home of the Masters Tournament in the UK and Ireland. The renewed agreement will see almost 20% more live coverage on Sky Sports across the week from Augusta National, including dedicated feeds from Amen Corner, Featured Groups, and Live on the Range.



Nova Broadcasting Group was awarded the prestigious TRUE LEADERS award

Nova Broadcasting Group has been honoured with the prestigious TRUE LEADERS award. The TRUE LEADERS initiative is supported for the 13th consecutive year by its organisers, ICAP CRIF Bulgaria, part of the largest business and information services group in Southeast Europe. The TRUE LEADERS award recognises companies with high profitability, financial stability, and sustainable business performance that have established themselves as leaders in their respective fields.



**WARNER BROS.
DISCOVERY**

Golden Trail World Series: a record-breaking 2025

The 2025 Golden Trail World Series (GTWS) drew to a close on October 12th with the Ledro Sky Trentino Grand Finale in Italy. A season that brought together more than 9,300 athletes from 63 different nationalities, crowned Madalina Florea (Romania – Scott Running) and Elhousine Elazzaoui (Morocco – NNormal) as overall winners, and achieved historic numbers in both TV coverage and digital engagement.

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.