

What's happening in European Commercial and VOD Broadcasting 16-20 February 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+ premieres the fourth season of the acclaimed noir thriller 'Dark Winds'](#)
- [Scotland's win over England in the Guinness Men's 6 Nations match delivers ITV's biggest peak audience of the year](#)
- [Nitto ATP Finals serve up on Mediaset starting 2026](#)
- [Publiespaña and Warner Bros. Discovery joined forces](#)
- [Sky Original drama Under Salt Marsh hits 1.8 million viewers in its first seven days](#)
- [Sky and Disney announce expanded multi-year agreement, making Disney+ available to millions more customers in the UK & Ireland](#)
- [United Media unveils AI-Powered platform to strengthen digital journalism](#)



[AMC+ premieres the fourth season of the acclaimed noir thriller 'Dark Winds'](#)

AMC+ premiered the fourth season of the acclaimed noir thriller 'Dark Winds' on 16 February. The series consists of eight one-hour episodes and the new season 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 premiere weekly on Mondays.



[Scotland's win over England in the Guinness Men's 6 Nations match delivers ITV's biggest peak audience of the year](#)

Scotland's win in The Calcutta Cup over England in the Guinness Men's 6 Nations has delivered ITV's biggest peak audience of the year with 5.3 million viewers across ITV1 and ITVX. Produced by ITV Sport Production, part of ITV Studios, the fixture delivered an average of 4.8 million on ITV1 and ITX, whistle to whistle.



[Nitto ATP Finals serve up on Mediaset starting 2026](#)

Mediaset has acquired the free-to-air broadcasting rights for the Nitto ATP Finals tennis tournament, starting in 2026. Under this agreement, the Group's networks will showcase eight of the tournament's most exciting matches, featuring the top-ranked players in the world. This partnership reaffirms Mediaset's commitment to offering Italian viewers access to prestigious sporting events completely free of charge.



Publiespaña, the commercial subsidiary of Mediaset España, part of MFE Advertising, the international sales house of MFE-MEDIAFOREUROPE, will manage advertising sales for Discovery Channel, Eurosport 1, Eurosport 2, Warner TV, TCM, and DMAX starting June 1, 2026. This partnership broadens Publiespaña's audiovisual offering and strengthens its position as one of the leading players in Spain's audiovisual advertising market. Moreover, the commercial management of these channels will follow established broadcaster standards, with a strong focus on transparency, certified measurement and brand safety, key priorities in today's increasingly fragmented and complex media landscape.



Sky Original drama Under Salt Marsh hits 1.8 million viewers in its first seven days

Sky Original drama Under Salt Marsh, produced by Little Door and created, written and directed by Claire Oakley, has made an immediate impact since launching on Sky and streaming service NOW on 30 January. Starring Kelly Reilly and Rafe Spall, the series quickly found its audience, with the first episode drawing 1.8 million viewers in its first seven days, making it Sky's strongest original drama launch since The Day of the Jackal.



United Media unveils AI-Powered platform to strengthen digital journalism

United Media continues to invest in innovation and the responsible integration of artificial intelligence into the everyday work of its newsrooms, with the goal of strengthening journalistic quality, efficiency, and editorial independence. As part of this strategy, Net Info, a Bulgarian digital media and technology company within Nova Broadcasting Group and the United Media portfolio, presented NewsBuild.ai, a new platform designed to support web editorial teams without compromising professional and ethical journalism standards.



Sky and Disney announce expanded multi-year agreement, making Disney+ available to millions more customers in the UK & Ireland

Sky and Disney announced a new multi-year agreement in the UK and Ireland, building on decades of collaboration between the two companies and bringing Disney+ to millions of new customers for the first time. This new agreement will see Disney+ Standard with Ads included in eligible Sky TV packages from March 2026.

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.