

What's happening in European Commercial and VOD Broadcasting

26-30 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

- [CANAL+ will launch the historical series 'KING & CONQUEROR' simultaneously in over 40 countries](#)
- [Nations Championship statement partnership with ITV cements the UK's most comprehensive free-to-air access to international rugby in the sport's history](#)
- [Medusa Film's "Buen Camino" becomes box office champion](#)
- [New Sky Original Series explores Entertainment Juggernaut, The X Factor](#)
- [A new chapter begins. 'The Testaments' premières April 8th exclusively on Disney+ in the UK](#)



[CANAL+ will launch the historical series 'KING & CONQUEROR' simultaneously in over 40 countries](#)

CANAL+ announces the exclusive launch-window premiere of the historical epic series KING & CONQUEROR starting February 12 in over 40 countries across Europe and Africa where the group operates. This large-scale, simultaneous multi-territory launch is a first for a series licensed by CANAL+ and illustrates the group's global strategy in licensing and launching content.



[Nations Championship statement partnership with ITV cements the UK's most comprehensive free-to-air access to international rugby in the sport's history](#)

ITV has agreed a new deal with Six Nations Rugby to air major rugby competitions free-to-air until 2029, with a minimum of 124 fixtures in the next four years. ITV and STV will be the exclusive free-to-air home of the Nations Championship for fans in the UK, for its first two editions, in 2026 and 2028.



[Medusa Film's "Buen Camino" becomes box office champion](#)

Buen Camino, the comedy co-written by and starring Checco Zalone, distributed by Medusa Film, a subsidiary of MFE, has reached an unprecedented milestone in Italian cinema history. The film has become the highest-grossing title ever at the national box

office, reaching over € 73 million revenues in just one month. Pier Silvio Berlusconi, CEO of MFE, expressed his gratitude to Zalone for an extraordinary achievement, noting that the film's success once again confirms the power of cinema to bring people together.



New Sky Original Series explores Entertainment Juggernaut, The X Factor

Sky confirmed it has greenlit a premium, definitive documentary series exploring the era-defining entertainment juggernaut, The X Factor. The documentary will speak to those closest to The X Factor story, both in front of and behind the camera, including Simon Cowell. The series is produced by award-winning independent production company 72 Films, whose hits include Grierson-winning The Zelensky Story and Emmy-winning 9/11: One Day in America and will build on Sky Documentaries' reputation for critically acclaimed unfiltered documentaries, with recent highlights including Boyzone: No Matter What, Hatton, and Klitschko: More Than a Fight.

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A new chapter begins. 'The Testaments' premières April 8th exclusively on Disney+ in the UK

Disney+ announced that the upcoming Original drama series "The Testaments," a new chapter from the showrunner and executive producers of "The Handmaid's Tale," will premiere April 8th on Disney+ in the UK with three episodes, followed by new episodes weekly. An evolution of "The Handmaid's Tale," "The Testaments" is based on Margaret Atwood's novel of the same name and is a dramatic coming-of-age story set in Gilead.

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.