

What's happening in European Commercial and VOD Broadcasting 23-27 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

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[Prince Andrew arrested: AMC CRIME sheds light on the scandal shaking the British monarchy](#)

Following the arrest of Prince Andrew by the British police in connection with his links to Jeffrey Epstein, AMC CRIME broadcast on 22 February the documentary 'Prince Andrew: Deposed', a production that examines in depth the fall from grace of the Duke of York and the impact of the scandal on the House of Windsor.



[ITV and Disney Expand Strategic Relationship with Exclusive Primetime Linear Agreement](#)

Following the successful launch of their content-sharing agreement last summer, ITV and The Walt Disney Company announced a further extension of their strategic relationship in the UK. Building on the innovative collaboration between Disney+ and ITVX, the new deal will bring two Hulu Original series from Disney+ to ITV1 in exclusive primetime linear slots.



[HUB Casa Italia - Mediaset operational hub during Milano Cortina Olympic games](#)

During the Winter Olympics, Mediaset set up an editing station at Casa Italia in Milan to enhance editorial support. The on-site HUB facilitated real-time content management between Casa Italia and the Mediaset headquarters, ensuring timely and dynamic coverage. Active from February 6–22, 2026, the HUB promoted internal growth by fostering collaboration between junior and senior staff and tested new technology solutions for flexible, resilient workflows.



ProSiebenSat.1 Wins Exclusive Darts World Championship Rights

Darts will fly on ProSiebenSat.1: the company has secured exclusive free-to-air television rights to the biggest Professional Darts Corporation (PDC) tournaments through a long-term partnership with DAZN. Under the agreement, ProSiebenSat.1 will broadcast the PDC World Darts Championship from the legendary Alexandra Palace (“Ally Pally”) in London every year - live and exclusively on free TV and on Joyn - alongside four additional PDC major events: PDC World Darts Championship, European Championship World Cup of Darts, World Matchplay and German Darts Grand Prix. Marco Giordani, CEO ProSiebenSat.1 Media SE, stated: “As a passionate sports fan, I’m thrilled about this milestone. Darts has become a true mass phenomenon with incredible energy. This mix of top-level sport and pure entertainment fits us perfectly”.



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.



**WARNER BROS.
DISCOVERY**

Warner Bros. Discovery reports best-ever streaming Olympic Winter Games with triple-digit growth as audiences in Europe embrace innovative viewing experience

The return of the Olympic Winter Games to Europe combined with world-class sports production and a highly innovative streaming experience has driven significant growth in viewership and engagement across Warner Bros. Discovery’s (WBD) services across Europe. Highlights across the seventeen days of competition (6-22 February 2026), as well as two days prior to the Opening Ceremony featuring select sports events (4-5 February 2026), include: The best streaming Olympic Winter Games ever on Warner Bros. Discovery services (vs Beijing 2022 and PyeongChang 2018); Triple-digit percentage growth in total hours viewed (+103% vs Beijing 2022) - including triple-digit growth in France, Germany, Italy (on HBO Max) and the UK (discovery+).

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.