

What's happening in European Commercial and VOD Broadcasting 2-6 March 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

- [The Markovič Method and King of Šumava Head to Europe, Extractors Series Travels Overseas - TV Nova Sells Its Successful Oneplay Originals to Multiple Markets](#)
- [ITVX Momentum continues: Record-Breaking February Follows Biggest Ever Month in Streaming History](#)
- [MFE Launches an Artificial Intelligence Manifesto](#)
- [Paramount to acquire Warner Bros. discovery to form next-generation global media and entertainment company](#)
- [Evie Richards and Lachlan Stevens-McNab feature in new documentary: The Cycle](#)
- [Sky releases official trailer for The Miniature Wife, a Sky Exclusive comedy drama starring Elizabeth Banks and Matthew Macfadyen landing on 9 April](#)



[The Markovič Method and King of Šumava Head to Europe, Extractors Series Travels Overseas - TV Nova Sells Its Successful Oneplay Originals to Multiple Markets](#)

Award-winning titles from the Oneplay Original production line are confirming their quality on the international stage. The first season of the acclaimed series The Markovič Method: Hojer, both seasons of the saga King of Šumava, and the espionage thriller Extractors are heading to international audiences. The Markovič Method: Hojer is heading to viewers in Poland, Latvia, and the Balkans, specifically Macedonia, Albania, and Serbia. King of Šumava, the story of legendary smuggler Josef Hasil, will be seen by audiences in Poland, Hungary, as well as Macedonia, Albania, and Serbia. Traveling the furthest is the espionage series Extractors, which will cross continental borders. In addition to Georgia and Uzbekistan, it will also be watched by viewers in Argentina, Uruguay, and Paraguay.



[ITVX Momentum continues: Record-Breaking February Follows Biggest Ever Month in Streaming History](#)

Reality Streaming Surges by 13 Million Hours Year-on-Year as ITVX Records its best February performance to date. Following a historic January that saw ITVX record its biggest ever month with 383 million streams, ITV announced that the platform has maintained its record-breaking trajectory with its best-ever February performance. Building on the momentum from the start of the year, February's growth was fuelled by a dominant performance in the Reality genre, a gripping new drama slate, and live sport and entertainment.



MFE Launches an Artificial Intelligence Manifesto

MFE – MEDIAFOREUROPE introduces its new AI Policy and Manifesto, setting a clear framework for responsible and sustainable use of AI technology. The Group's Policy reflects its commitment to ethics, human capital, and innovation, ensuring AI is deployed in a safe and mindful manner. The Manifesto defines five core principles - People, Creativity, Responsibility, Knowledge, and Innovation - which guide all AI - related activities. Together, these initiatives provide a consistent approach to technological evolution, promoting both innovation and quality, while generating sustainable, human-centred value.



Paramount to acquire Warner Bros. discovery to form next-generation global media and entertainment company

Paramount Skydance Corporation and Warner Bros. Discovery, Inc. announced they have entered into a definitive merger agreement under which Paramount will acquire WBD, forming a premier global media and entertainment company focused on expanding consumer choice and empowering creative talent worldwide.



Sky releases official trailer for The Miniature Wife, a Sky Exclusive comedy drama starring Elizabeth Banks and Matthew Macfadyen landing on 9 April

All episodes of Sky Exclusive comedy-drama, The Miniature Wife, starring Elizabeth Banks and Matthew Macfadyen, will be available on Sky and streaming service NOW from 9 April in the UK & Ireland. Based on the short story written by Manuel Gonzales, The Miniature Wife is a dramedy examining the power (im)balances between spouses Lindy (Elizabeth Banks) and Les (Matthew Macfadyen) after a technological accident induces the ultimate relationship crisis.



WARNER BROS. DISCOVERY

Evie Richards and Lachlan Stevens-McNab feature in new documentary: The Cycle

Brand-new documentary, The Cycle, follows five riders across different cycling disciplines and career stages, including WHOOP UCI Mountain Bike World Series stars Lachie Stevens McNab and Evie Richards. The 60-minute documentary aired on 3 March at 17:30 on Eurosport and HBO Max across mainland Europe and on TNT Sports and discovery+ in the UK and Ireland. From the weight of early expectations to the uncertainty of beginnings,

from the challenge of balance to the pressure of winning and the obsession with results, the documentary reveals what it truly means to live as a professional rider.

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.