

What's happening in European Commercial and VOD Broadcasting 16-20 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

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[ITV Announces 'Outlier': A Bold New Sports Documentary commissioning strand succeeding 'Fresh Cuts' for 2026](#)

ITV announced 'Outlier', the evolution of its acclaimed 'Fresh Cuts' initiative. Marking its fifth year, the programme returns with a new name and a refined ambition: to commission six bold, original sports documentaries from diverse-led production companies to premiere during ITV's 'Year of Sport' in 2026, which includes the biggest World Cup in history, and the inaugural Nations Championships which is exclusively on ITV.



[Mediaset's awareness campaign for World Water Day](#)

Water is life and every drop matters. On World Water Day, Mediaset is calling on everyone to take action with "Count every drop, because every drop counts", an awareness campaign dedicated to conscious, responsible water use. "Conta ogni goccia, perché ogni goccia conta", available across Mediaset's social media channels and on a dedicated website, encourages individual responsibility by highlighting the value of water as a precious, life-sustaining resource. A short, engaging video offers practical tips to reduce water waste, showing how simple everyday actions can collectively make a big difference.



Eco-production in action – how Groupe M6 is turning ambition into reality

Reducing RTL Group’s carbon footprint is not a one-time effort, but an ongoing commitment reflected in our daily decisions and the way we work – driving us toward our environmental targets. At Groupe M6, eco-production has become a concrete expression of that ambition, with teams across the business testing, learning and embedding more responsible ways of producing content.



Sky Sports and Zuffa Boxing announce multi-year agreement for the UK and Ireland

Sky Sports and Zuffa Boxing have announced a new multi-year deal, confirming Sky as the UK and Irish broadcaster for all Zuffa Boxing events. The deal adds to the broadcaster’s already world-class offering in sporting entertainment and means customers can look forward to seeing action-packed fight nights, including at least five shows per year on UK soil.



Disney+ renews hit drama series “Paradise”, from Dan Fogelman and starring Sterling K. Brown, for a third season

Disney+ announced that the Hulu Original drama series “Paradise,” which hails from 20th Television, has been renewed for a third season. The second season of the political thriller from creator Dan Fogelman (“Only Murders in the Building,” “This Is Us”) and starring Sterling K. Brown (“This is Us,” “American Fiction”) as Agent Xavier Collins, is streaming now on Disney+ in the UK, with the season finale on Monday, March 30th.

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.