

What's happening in European Commercial and VOD Broadcasting 4-8 May 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

- [ITVX Records Strongest April Performance to Date with 311 Million Streams](#)
- [Medusa's "Buen Camino" awarded David dello Spettatore](#)
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[ITVX Records Strongest April Performance to Date with 311 Million Streams](#)

ITVX announced its streaming figures for April 2026, marking the platform's best-ever performance for the month. Total streams reached 311 million, a 24% increase compared to April 2025. ITVX has now surpassed 300 million streams for the sixth consecutive month. Notably, this achievement marks the first time April's streams have exceeded the 300 million mark.



[Medusa's "Buen Camino" awarded David dello Spettatore](#)

Following an extraordinary theatrical run, grossing over €76 million at the box office and attracting more than 9 million viewers, Buen Camino by Checco Zalone was awarded the prestigious David dello Spettatore and will enter a new phase of global platform distribution. Co-produced and distributed by Medusa Film, subsidiary of MFE-MEDIAFOREUROPE, the title will be released simultaneously in 226 countries and dubbed into more than 14 languages, marking a new milestone for the global reach of Italian cinema.



[Behind the scenes of RTL Hungary's election night coverage](#)

Hungary's recent election marked a historic political shift, bringing an end to Viktor Orbán's years in power. On the night of 12 April 2026, RTL Hungary's flagship channel RTL became the most-watched channel, as millions of viewers followed the results through its live coverage. In this interview, Róbert Kotroczó, News Director at RTL Hungary, shares how the broadcast came together – covering the mix of formats, editorial approach and scale of preparation – and reflects on the return of Heti Hetes and the role of trust in such a high-stakes moment. His insights build on a recent interview with CEO Gabriella Vidus, who highlighted how RTL Hungary is navigating changes in the media landscape while continuing to grow its reach across both linear and digital platforms.



[GUPPYFRIEND champions microplastic reduction in sport with 'The Real Bag For Life' Sky TV campaign](#)

GUPPYFRIEND, the brand on a mission to stop microplastics at the source, is launching its first-ever TV campaign, 'The Real Bag For Life'. The ad will air across Sky channels from 10 May, bringing the often invisible issue of microplastic pollution into the mainstream through powerful, purpose-led storytelling. Backed by Sky Media's Sky Zero Footprint Fund, which awarded GUPPYFRIEND £200,000 in advertising as a Disruptor category winner, the initiative highlights how TV can bring innovative, sustainable solutions to a national audience at scale.



[TF1 Group publishes its Q1 2026 results](#)

TF1 Group published its Q1 2026 results: consolidated revenue of €472 million, down 5.2% like-for-like and at constant exchange rates; continued strong growth momentum in digital, including a 22.4% increase in TF1+ advertising revenue; market share gains in linear advertising, partially offsetting the contraction in the market; stable revenue at Studio TF1.



WARNER BROS. DISCOVERY

Eurosport and TNT Sports to broadcast over 4,000 live hours across a summer of sport

Warner Bros. Discovery (WBD) serves up a jam-packed May, June and July of unmissable live action, bringing the world's biggest events and superstar athletes straight to viewers' screen. The extensive slate of live sport on its channels and platforms, will see WBD deliver more than 4,000 hours of live action on its channels and platforms across TNT Sports, Eurosport and HBO Max to fans across Europe.

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.