

What's happening in European Commercial and VOD Broadcasting 18-22 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

- [Atresmedia Foundation and UNICEF Spain are calling for accountability and changes to the design of digital algorithms](#)
- [Crime+Investigation to premiere 'Live Stream Killer', a powerful new documentary about one of the UK's most complex murder cases](#)
- [ITV Sport announce full presenter and pundit line-up for FIFA World Cup 2026](#)
- [ProSiebenSat1 1Q confirms the road ahead](#)
- [Q1/2026: Streaming and content drive organic revenue growth](#)
- [Sky makes waves with all-new Baywatch, coming to the UK and Ireland in 2027](#)
- [Warner Bros. Discovery to serve up the most complete Roland-Garros viewing experience ever](#)



[Atresmedia Foundation and UNICEF Spain are calling for accountability and changes to the design of digital algorithms](#)

Both organisations are launching the 'Safe Algorithms Now' campaign to highlight the impact algorithms have on the lives of teenagers and the responsibility of those who design them to move towards more ethical, transparent, accountable and secure systems. According to UNICEF Spain's 'Digital Childhood 2025' report, almost 60% of teenagers do not want an algorithm to make decisions for them, although 20% spend more than five hours a day on social media at weekends. The campaign, which forms part of the partnership between the Atresmedia Foundation and UNICEF Spain to promote safer digital environments for children and teenagers, will be broadcast across all of Atresmedia's television channels, radio stations and digital platforms.



[Crime+Investigation to premiere 'Live Stream Killer', a powerful new documentary about one of the UK's most complex murder cases](#)

Hearst Networks has commissioned a powerful new true crime documentary, Live Stream Killer, for its true crime channel Crime+Investigation, in co-production with Krempelwood and Longwave Studios. The film tells the chilling story of Natalie McNally's murder and the extraordinary three-year investigation that followed - a case that redefines how technology can be used to both commit and conceal violent crime.



[ITV Sport announce full presenter and pundit line-up for FIFA World Cup 2026](#)

ITV Sport has announced their full presenter and punditry line-up ahead of the FIFA World Cup 2026 with coverage across ITV1, ITV4, ITVM, STV and STV Player. ITV's coverage will be led by Mark Pougatch, Laura Woods and Semra Hunter, as they are joined by a star studded line-up of the very best football pundits, presenters, commentators and reporters.



[ProSiebenSat.1 1Q confirms the road ahead](#)

The Group's Q1 results confirm that its strategy is delivering despite challenging market conditions. Revenues across the core businesses remained broadly stable year-on-year, while the company's profitability improved significantly. Marco Giordani, CEO of ProSiebenSat.1 Media, stated: "We are satisfied with our performance in the first quarter, as our strategy is delivering results in a challenging market and economic environment. We are accelerating the transition toward more agile structures and greater cost efficiency, while consistently pursuing our portfolio strategy with a clear focus on value creation".



[Q1/2026: Streaming and content drive organic revenue growth](#)

RTL Group published the following quarterly statement for the first three months of 2026 (January to March 2026): stable Group revenue of €1.3 billion, up 2.5 per cent organically and continued dynamic growth of RTL Group's streaming services. Clément Schwebig, CEO of RTL Group, says: "We have had a solid start to 2026 with RTL Group and our content business Fremantle returning to organic growth. The environment for linear TV advertising remains challenging, driven by the ongoing shift to streaming (...)."



[Sky makes waves with all-new Baywatch, coming to the UK and Ireland in 2027](#)

Sky is heading to the sun-soaked shores of Southern California with Baywatch, the iconic beachfront action drama, coming exclusively to Sky and streaming service NOW in the UK and Ireland in 2027 following a deal with Fremantle. The new Baywatch is a co-production by FOX Entertainment and Fremantle.



WARNER BROS. DISCOVERY

Warner Bros. Discovery to serve up the most complete Roland-Garros viewing experience ever

Warner Bros. Discovery is set to deliver the most complete coverage of Roland-Garros ever attempted with every match live, all-day live shows and on-site productions primed to bring tennis fans closer to the world's most iconic clay court tournament. Beginning this week with coverage of all the qualifiers live on HBO Max across Europe and the U.S., 900 matches will be available for fans to enjoy throughout the tournament with 215 hours of live linear coverage available from the main draw stage on TNT Sports in the U.K. and Ireland, and Eurosport 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.