

## What's happening in European Commercial and VOD Broadcasting 27-30 April 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

- [Mediaset celebrates Earth Day](#)
- [Mediaset España tops at GEMA Awards with 12 nominations](#)
- [RTL Group welcomes final approval for the acquisition of Sky Deutschland](#)
- [Sky Sports to make ICC Women's T20 World Cup 2026 available to all](#)
- [Giro d'Italia will continue to be shown on Warner Bros. Discovery's platforms across Europe and USA](#)



### [Mediaset celebrates Earth Day](#)

On the occasion of Earth Day, Mediaset reaffirms its commitment to a more sustainable future by launching the awareness campaign "Sow Love, Reap the Future". The initiative aims to promote the protection of the planet and its resources by offering practical advice on how to reduce individual environmental impact. The digital campaign will be featured across the Group's social media channels and on a dedicated website. To mark the occasion, the Mediaset transmission tower at the company's headquarters will once again be illuminated in green in support of the initiative.

### *MEDIASET*españa.



### [Mediaset España tops at GEMA Awards with 12 nominations](#)

Mediaset España is the most nominated Spanish television group at the GEMA Europe Awards 2026, with 12 nominations ahead of the June ceremony in Amsterdam. The recognition highlights the creativity of its in-house teams and the company's excellence in content promotion and brand image. These achievements, together with Mediaset España's recent nominations at the New York Festivals, reinforce the success of the company's renewed branding and promotion strategy, aimed at strengthening the creative and technical quality of its campaigns, increasing their impact and deepening audience engagement.



### [RTL Group welcomes final approval for the acquisition of Sky Deutschland](#)

RTL Group welcomes the announcement by the European Commission that it has unconditionally approved the planned acquisition of Sky Deutschland (DACH). RTL Group and Sky Group/Comcast will now finalise the transaction, which is expected to close on 1 June 2026.



### [Sky Sports to make ICC Women's T20 World Cup 2026 available to all](#)

Sky Sports will make both the opening match and final of the ICC Women's T20 World Cup 2026 available free-to-air on Freeview via Sky Mix, allowing the biggest audience possible to get behind the tournament. Sky Mix will also house the group stage match between Scotland and Ireland, meaning the opening games for each of the home nations will be available to all.



**WARNER BROS.  
DISCOVERY**

### [Giro d'Italia will continue to be shown on Warner Bros. Discovery's platforms across Europe and USA](#)

Warner Bros. Discovery (WBD) announced the long-term extension of its exclusive rights to show the Giro d'Italia, Giro d'Italia Women and the best men's and women's Italian road cycling races for viewers in Europe and USA. Live television coverage will be provided to viewers in 50 markets in Europe on Eurosport with fans in the UK and Ireland able to watch races on TNT Sports.

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**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.