

What's happening in European Commercial and VOD Broadcasting 15-19 June 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 promotes an agreement to strengthen the protection of minors in audiovisual content](#)
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ATRESMEDIA



[Atresmedia promotes an agreement to strengthen the protection of minors in audiovisual content](#)

Atresmedia Group, together with the main players in the audiovisual sector, the National Commission for Markets and Competition (CNMC) and the Ministry for Digital Transformation and Public Function, has started the process of signing the Co-regulation Agreement for the rating of audiovisual programs and content, an initiative aimed at strengthening the protection of minors and improving the information available to users. The agreement establishes a homogeneous model of age classification and content descriptors, applicable to television, on-demand services and influencers who have the status of EBU (Effective Users of Special Relevance), which will allow viewers to make more informed decisions and facilitate the use of parental control tools.



[ITVX scores best 7-day performance since 2024 as the FIFA World Cup 2026 gets under way](#)

ITVX has delivered its most successful seven-day performance in nearly two years, attracting an impressive 110 million streams from Monday to Sunday last week. This marks the platform's best weekly total since July 2024, driven by England's friendly against Costa Rica, a strong start to the FIFA World Cup and the enduring popularity of Love Island and ITV's flagship soaps.



[Mediaset Infinity launched a new brand campaign](#)

Mediaset Infinity, the digital hub of Mediaset's video services, has introduced a new brand positioning built around the message "What You Love. What You'll Love". The claim captures the platform's promise: bringing together a catalogue of content already beloved by Italian audiences, with an ever-expanding offering designed to surprise viewers, broadening their viewing choices.



[A World Cup is a marathon](#)

Five questions for Mathias Bejanin, Chief Technology Officer at Groupe M6, on the technical operations behind the scenes for the broadcast of the 2026 Fifa World Cup. Teams in Dallas and Paris, secure transmission routes, backup systems and dozens of specialists ensuring each match reaches its audience without interruption: Groupe M6 has been preparing for the broadcast of the 2026 Fifa World Cup for over a year.



[Sky News takes viewers inside Minab in new film investigating primary school strike in Iran](#)

Sky News and Full Story Films commissioned a brand new one hour investigative film, Children of Minab (w/t), to air in July. Led by Sky News' International Affairs Editor Dominic Waghorn, the film investigates the devastating US missile strike on a primary school in Minab, Iran, on the first day of Operation Epic Fury, one of the US military's largest civilian casualty incidents for decades. Waghorn travelled to Minab to report from the scene of the strike and meet survivors and bereaved families.



**WARNER BROS.
DISCOVERY**

[Tournament of surprises delivers record Roland-Garros streaming audience on HBO Max in Europe](#)

One of the most unpredictable Grand Slams of the Open Era, combined with compelling, world-class storytelling, helped Warner Bros. Discovery (WBD) deliver record audience performances on its platforms across Europe (excluding France). With nearly 900 matches available live and on demand, HBO Max offered fans unparalleled access to the tournament across Europe (excluding France). Powered by innovative features including Multi-View, Key Moments and Player Alerts, HBO Max delivered its most immersive tennis viewing experience to date.

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.