What's happening in European Commercial and VOD Broadcasting 5-9 October 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

- SPORT+: A new free digital platform dedicated to sport
- Hearst Networks rebrands Sky HISTORY2 as MysteryX
- MFE expands AdManager to Germany
- MFE brings its International content powerhouse together at MIPCOM 2026
- Paramount Completes Acquisition of Warner Bros. Discovery, Creating a New Global Entertainment Leader, Skydance
- Official trailer released for The Good Daughter ahead of its 12 November launch on Sky and NOW

SPORT+: A new free digital platform dedicated to sport

On 9 October, in mainland France, CANAL+ is launching SPORT+, a new free digital platform dedicated to sport, open to everyone -- subscribers and non-subscribers alike -- directly on the CANAL+ App. With SPORT+, CANAL+ is entering the free sports market with a simple ambition: to give all sports fans a new habit for following sports news. Designed for all mobile screens, SPORT+ is currently the only platform in the sector to offer this much exclusive footage and content around the biggest sporting competitions, completely free of charge.

Hearst Networks rebrands Sky HISTORY2 as MysteryX

Hearst Networks announced that Sky HISTORY2 has become MysteryX across the UK and Ireland creating a dedicated linear home for premium factual programming centred on mystery, the unexplained and the paranormal. From thrilling investigations and conspiracy theories to ancient civilisations and puzzling phenomena, MysteryX explores the stories, questions and mysteries that continue to fascinate audiences.

MFE expands AdManager to Germany

Following the launch of Mediaset AdManager in Italy in 2024 and Spain in 2026, ProSiebenSat.1 AdManager, the self-service platform for SMEs, is now launching in Germany under the name. ProSiebenSat.1 AdManager makes big-screen TV advertising more accessible to small and medium-sized enterprises, while new AI-powered features provide faster data analysis and real-time insights. By lowering the barriers to TV advertising, the platform enables SMEs to reach audiences across seven TV channels, spanning both general-interest and thematic networks. The scalability of this project is yet another building block in MFE's cross-media and cross-country strategy.

MFE brings its International content powerhouse together at MIPCOM 2026

For the first time, Mediterráneo Mediaset España Group, Mediaset Distribution and Seven.One Studios International will join forces at MIPCOM, coming together under one roof for the upcoming event in Cannes. Cooperation among MFE's countries of operation enables fresh opportunities to leverage distribution synergies and unlock greater international potential for content catalogues. While each company will retain its own identity and autonomy, the joint presence at MIPCOM highlights a shared ambition: to strengthen collaboration, expand global reach and open new opportunities for European content in international markets.

Paramount Completes Acquisition of Warner Bros. Discovery, Creating a New Global Entertainment Leader, Skydance

Skydance Corporation (formerly Paramount Skydance Corporation) has completed its acquisition of Warner Bros. Discovery, Inc., forming a combined company named "Skydance." The new group brings together two major film studios; global streaming services; television brands including CBS, HBO, Paramount and WBD cable networks; news outlets CBS News and CNN; sports portfolios such as CBS Sports and TNT Sports; and an extensive library of programmes, brands and franchises.

Official trailer released for The Good Daughter ahead of its 12 November launch on Sky and NOW

Sky released the trailer for The Good Daughter, a suspenseful thriller wrapped in a deeply emotional story about love, family and resilience starring Rose Byrne and Meghann Fahy. Coming exclusively to Sky and streaming service NOW in the UK and Ireland on 12 November.

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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.