# What's happening in European Commercial and VOD Broadcasting 1-11 September 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

- CANAL+ launches an advertising campaign dedicated to sports
- Spirit Studios, Hearst Networks and Bossanova Media Team up again for two new true crime specials
- ITVX continue record-breaking year with ITVX's strongest August performance since launch
- Action Zone lands on Mediaset Infinity
- Mediaset España teamed up with Amazon MGM Studios
- ProSiebenSat.1 launches SAT.2
- Trailer released for The Wargame, launching on Sky from 21 September
- TNT Sports partners with Alzheimer's Society once more to release new video content tackling dementia
- Disney+ & ESPN unveil key art for 'Max vs 100', live on 16 September

**CANAL+ launches an advertising campaign dedicated to sports**

For the first time, CANAL+ is launching a single commercial film across 50 countries. Titled 'The Beauty of Sport', the campaign highlights CANAL' s position as a leading broadcaster of major sporting events, including the UEFA Champions League, Formula 1®, MotoGP™ and the Premier League. Running on air and digitally from 2 to 17 September, it is expected to reach more than 300 million people in France and hundreds of millions more across Europe, Africa and Asia.

**Spirit Studios, Hearst Networks and Bossanova Media Team up again for two new true crime specials**

Spirit Studios, Hearst Networks, and BossaNova Media announced two new true crime documentary series, 'Lizzie Borden: 40 Whacks' and 'Aileen Wuornos: Damsel of Death', extending the partnership behind award-winning docudrama 'Ed Gein: Original Psycho'.

**ITVX continue record-breaking year with ITVX's strongest August performance since launch**

ITVX has delivered another month of sustained growth, securing its biggest August to date, with streams up 9% year-on-year. The performance builds on consecutive monthly growth across 2026, marking a record-breaking year to date for ITV's streaming platform. The strong August totals were driven by broad audience demand across all content categories, with significant double-digit gains in Film, Factual, and Soaps.

**Action Zone lands on Mediaset Infinity**

Mediaset Infinity has launched Action Zone, a new channel dedicated to action entertainment, featuring a selection of films, TV series and documentaries focused on compelling stories and personalities from the world of sport. The catalogue, which includes action titles, thrillers and sports biopics, is also available Amazon Prime Video.

**Mediaset España teamed up with Amazon MGM Studios**

Mediaset España and Amazon MGM Studios signed a multi-year output agreement covering feature films for broadcast across the company's free-to-air television channels and streaming platforms, Mediaset Infinity and Infinity+. This is the first output deal the studio has done since Amazon acquired MGM. "For many years, our relationship with Amazon has been nothing short of exceptional, and this new partnership takes it one step further. Through this agreement, Mediaset España secures an outstanding lineup of first-run and library feature films from one of Hollywood's most prolific and creative studios. We can't wait for our audiences to enjoy them", said Ghislain Barrois, Director of the Film, Fiction, Rights and Distribution Division at Mediaset España.

**ProSiebenSat.1 launches SAT.2**

ProSiebenSat.1 Group is expanding its programming lineup and launching a new linear channel. This coming winter, the Group will launch the new linear channel SAT.2. In addition to SAT.1, ProSieben, and Kabel Eins, as well as the target group channels sixx, ProSieben MAXX, SAT.1 GOLD, and Kabel Eins Doku, SAT.2 will become the eighth brand in the channel family. The new entertainment brand SAT.2 is geared toward women and will be available on linear TV, Joyn, and third-party platforms.

**Trailer released for The Wargame, launching on Sky from 21 September**

Sky announced The Wargame will launch on 21 September, with a live special following the series finale on 24 September. The Wargame is a new four-part thrilling constructed documentary series, based on the award-winning Sky News podcast, where senior politicians, military leaders and intelligence chiefs confront a simulated high-stakes crisis: a Russian attack on UK soil.

**TNT Sports partners with Alzheimer's Society once more to release new video content tackling dementia**

TNT Sports and Alzheimer's Society announced the release of a powerful short film. Working in collaboration to produce the film, it leads with the message that "It's just not good enough", to highlight low dementia diagnosis rates and limited treatments. As part of a continued TNT Sports original production, sporting legends, presenters, commentators and broadcasters from the world of sport feature as the storytellers, encouraging people to recognise the symptoms of dementia, visit the Alzheimer's Society Symptoms Checklist and get the support they deserve.




**Disney+ & ESPN unveil key art for 'Max vs 100', live on 16 September**

Disney+ and ESPN unveiled the key art for "Max vs 100", the first-of-its-kind motorsport race created with Red Bull, which will stream live in the UK on ESPN on Disney+ as part of customer's existing subscription. Taking place on 16 September, the livestream will begin at 17:00 BST, with the race starting at 18:00 BST.

**********

**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.