What's happening in European Commercial and VOD Broadcasting 15-25 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

- ACT welcomes European Democracy Shield vote, calls for actions to support media sustainability
- CANAL+ and LALIGA sign a landmark agreement to combat sports content piracy
- Big Brother streaming up 32% as new series keeps viewers hooked
- TG5 News, Now More Accessible Than Ever
- MFE at the Venice Film Festival: Stories with a Social Impact
- ProSiebenSat.1 and Paramount seal major film and series deal
- David Oyelowo and Viola Prettejohn to lead Sky Original The Girl with the Dragon Tattoo, based on Stieg Larsson's bestselling Millennium novels
- The Snow League returns to Eurosport and TNT Sports for Season Two across Europe

ACT welcomes European Democracy Shield vote, calls for actions to support media sustainability

The Association of Commercial Television and Video on Demand Services in Europe (ACT) welcomes the adoption by the European Parliament of its report on the European Democracy Shield (EUDS). The report sends a strong message to the defence of democratic discourse in an era of unprecedented digital challenges. ACT particularly welcomes the report's recognition of the importance of supporting trusted, pluralistic media, and that any meaningful defence of democracy must reinforce media plurality and the sustainability of responsible editorial media while curtailing the dominance of very large and gatekeeping online platforms.

CANAL+ and LALIGA sign a landmark agreement to combat sports content piracy

CANAL+ and LALIGA announced the signing of a groundbreaking strategic anti-piracy agreement covering nearly 50 countries across Europe, Sub-Saharan Africa and Haiti. The agreement marks one of the most ambitious collaborations ever established between a global broadcaster and a major sports competition to tackle one of the biggest threats facing the sports industry today.

Big Brother streaming up 32% as new series keeps viewers hooked

The launch episode for the new series of Big Brother has consolidated at 1.4m viewers. Big Brother returned to screens last Sunday on ITV2 and ITVX, and a dramatic first week in the House has kept viewers firmly hooked. Following the chaos of the Bov Boys takeover and the revelation that Tays has been secretly working as Big Brother's mole, audiences are getting to know this year's Housemates as tensions, friendships and rivalries begin to take shape.

TG5 News, Now More Accessible Than Ever

As of 7 September Mediaset Italia flagship news programme TG5 launched TG5 Breve LIS, a new short news edition featuring Italian Sign Language (LIS). On air Monday to Friday at around 10:50 a.m., the programme offers deaf viewers a dedicated way to access the latest news, supported by qualified LIS interpreters. Alongside subtitling, the initiative marks another concrete step in MFE's commitment to making news and content more inclusive, accessible and available to everyone.

MFE at the Venice Film Festival: Stories with a Social Impact

Mediaset presented two socially driven projects at the 83rd Venice Film Festival: Mediafriends' Nonostante tutto, giving voice to young cancer patients, and Infinity LAB's Mai più – Donne oltre la violenza, sharing stories of women who have overcome gender-based violence. Together, the two initiatives puts inclusion, resilience and the power of human connection at the heart of MFE's commitment to harnessing audiovisual storytelling to raise awareness and drive positive social impact.

ProSiebenSat.1 and Paramount seal major film and series deal

ProSiebenSat.1 is further expanding its content licensing agreement with Paramount Global Content Licensing in Germany, Austria, and Switzerland. The new licensing agreement secures exclusive first-run series for the ProSiebenSat.1 Group's free-TV channels and streaming platform Joyn. Henrik Pabst, P7S1 Chief Content Officer: "The new content deal with Paramount Content Licensing offers our viewers a wide range of entertainment and benefits all of our business segments. We're also expanding our kids' content for Joyn with 1,200 episodes. This allows us to deliver Paramount's content optimally and precisely across all platforms."

David Oyelowo and Viola Prettejohn to lead Sky Original The Girl with the Dragon Tattoo, based on Stieg Larsson's bestselling Millennium novels

Sky announced that Golden Globe and Emmy-nominated David Oyelowo (Silo, Selma) and rising star Viola Prettejohn (The Crown, The Testament of Ann Lee) will lead The Girl with the Dragon Tattoo, the highly anticipated Sky Original series based on Stieg Larsson's globally bestselling Millennium novels. Produced by Left Bank Pictures (The Crown, Dept Q), the eight-part mystery thriller is a timely evolution of one of the world's most celebrated literary thriller franchises, with the Millennium novels having sold more than 100 million copies worldwide.

WARNER BROS. DISCOVERY

The Snow League returns to Eurosport and TNT Sports for Season Two across Europe

Following the successful launch of The Snow League, Warner Bros. Discovery (WBD) Sports Europe will continue as the exclusive European broadcast home of the league for Season Two, bringing every event to fans throughout the region under the existing multi-year media rights agreement. Following a successful inaugural season that introduced a new era of professional snowboard and free ski competition, audiences across Europe will once again be able to experience every event live on HBO Max, alongside highlights programming on Eurosport 1, Eurosport 2, and TNT Sports in the UK and Ireland.

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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.