What's happening in European Commercial and VOD Broadcasting 12-23 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

- CANAL+ publishes its Q3 2026 Results
- COSMO revitalizes its visual universe with a new corporate image
- Big Brother brand exceeds 200m streams on ITVX
- Mediaset goes pink: a reminder that prevention matters
- Smartclip and M6 Unlimited pioneer agentic AI for audio advertising
- LOITV arrives on Sky Glass and Sky Stream
- Winter Sports Season begins with enhanced coverage in Europe on Eurosport, TNT Sports and HBO Max

CANAL+ publishes its Q3 2026 Results

CANAL+ published unaudited consolidated revenue, for the nine months and quarter ended 30 September 2026: Group revenue up 37.5%, reflecting increased scale following MultiChoice acquisition. Maxime Saada, CEO of CANAL+, said: "We delivered a solid performance in the first nine months of the year as we continued to execute our strategy. Revenue was in line with our expectations, supported by strong momentum in French-speaking Africa and at STUDIOCANAL (...)".

COSMO revitalizes its visual universe with a new corporate image COSMO refreshed its on-air corporate image with a brighter, more dynamic, and sophisticated look. This change, arrived on screen on October 15, revitalizes the channel's visual universe and updates its style of expression without losing the traits that have made it a recognizable and beloved brand among its audience in its 26 years of history.

Big Brother brand exceeds 200m streams on ITVX

The *Big Brother* brand, produced by Initial (part of Banijay UK), has now achieved 202M streams on ITVX. The success of this series has seen *Big Brother and Big Brother: The Group Chat* accumulate 37m streams alone, up almost 14m streams (+58%) compared to *Big Brother and Big Brother: Late & Live* at this point last year.

Mediaset goes pink: a reminder that prevention matters

During the month dedicated to breast cancer awareness, Mediaset launched a new campaign titled "Your story is worth caring for," encouraging women to put their health first and never postpone essential screenings. Inspired by a personal diary, the campaign conveys a powerful message: an early diagnosis means more chapters of life to be written. As a symbol of its commitment, Mediaset's tower in the Group's HQ was lit up in pink, and a dedicated spot, part of the Mediaset for the future initiative, continues to air across the Group's networks until 24 October.

Smartclip and M6 Unlimited pioneer agentic AI for audio advertising

RTL Group's adtech business Smartclip and M6 Unlimited, the advertising sales house of Groupe M6, are working together to make digital audio advertising easier to buy and sell using Sidekicks, Smartclip's AI technology. Their first joint project shows how a media buyer can describe what they need in everyday language and have AI turn those requirements into a tailored advertising product – a first step towards a future in which AI agents can handle more of the media buying process.

LOITV arrives on Sky Glass and Sky Stream

Sky customers in the Republic of Ireland can now enjoy the pulsating SSE Airtricity Men's Premier Division title run in, as well as live football from all three League of Ireland Divisions, domestic cup competitions and European fixtures, with LOITV now available on Sky Glass and Sky Stream. Operated by Premier Sports, LOITV is the official streaming platform for the League of Ireland, broadcasting all three League of Ireland Divisions along with the Club Orange Men's and Women's FAI Cups, Men's and Women's President's Cups, the Women's All-Island Cup and select European fixtures involving League of Ireland clubs.

Winter Sports Season begins with enhanced coverage in Europe on Eurosport, TNT Sports and HBO Max

The new winter sports season begins this month with Eurosport and TNT Sports* set to broadcast more than 1,800 hours of programming including 126 days of world-class live action from October to April. In total, 123 World Championship and World Cup titles will be won this winter across 12 different sports with each one broadcast live across Europe*. Eurosport and TNT Sports will showcase close to 100 race formats as part of the most complete winter sports offer with coverage of the entire season* encompassing everything from skiing to snowboarding and curling to skating.

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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.