What's happening in European Commercial and VOD Broadcasting
28 September – 2 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

- Antena 3 Internacional celebrates three decades as a global benchmark for Spanish-language television
- Mediaset Infinity Italy and Spain launches vertical microdramas
- MFE ADV beyond borders with ALL21 Total Video Europe
- Children's Media Monitor 2026: How kids in Germany navigate AI, media and the digital world
- Crystal Lake, a 'Friday the 13th' prequel series, coming to Sky & NOW on 19 October
- Disney+ debuts 'Rivals' trailer ahead of series return on November 11

Antena 3 Internacional celebrates three decades as a global benchmark for Spanish-language television

Antena 3 Internacional celebrates its 30th anniversary, having established itself as one of the Spanish-language channels with the longest track record and most sustained presence in the Americas. Since its launch in Mexico in September 1996 - as the first private Spanish channel to broadcast abroad - Antena 3 Internacional has built strong relationships with audiences and major operators, reaching more than 18 million households across some thirty countries.

Mediaset Infinity Italy and Spain launches vertical microdramas

Mediaset Infinity is the first European streaming platform to offer a free dedicated section for vertical-format series, featuring original international productions as well as popular company's titles adapted for smartphone viewing. Designed for mobile audiences, microdramas are fast-paced mini-series made up of episodes lasting just a few minutes, combining emotionally engaging storylines with frequent plot twists. Already a global phenomenon, the format is built around quick consumption and strong audience engagement. The new "Microdrama" section features with six original international series and will expand with a new title every week.

MFE ADV beyond borders with ALL21 Total Video Europe

MFE Advertising launched ALL21 Total Video Europe, a new premium cross-country solution combining linear TV and digital video across Italy, Spain and Germany. On 23 September 2026 at 9 p.m., a 60-second campaign aired simultaneously across 24 TV channels, reaching over 14 million people, while also running on Mediaset Infinity and Joyn across streaming, on-demand, app and HbbTV environments. The launch marks a key milestone towards MFE's pan-European advertising ecosystem, designed to give global brands simple, integrated access to premium, brand-safe and measurable audiences at scale. From 2027, MFE aims to connect audiences across its European markets, reaching a potential 200 million people, supported by the roll-out of a single European digital platform.

Children's Media Monitor 2026: How kids in Germany navigate AI, media and the digital world

What are kids watching, reading, playing – and asking AI? Co-published by RTL Deutschland, the Children's Media Monitor 2026 reveals what's capturing the attention of around eight million children – on and off screen. The Children's Media Monitor 2026 provides a comprehensive look at the media habits and everyday lives of 4- to 13-year-olds in Germany.

Crystal Lake, a 'Friday the 13th' prequel series, coming to Sky & NOW on 19 October

Sky confirms Crystal Lake, the highly anticipated new series from A24 and creator, writer, executive producer and showrunner Brad Caleb Kane (It: Welcome to Derry, Tokyo Vice, Warrior) will drop all episodes on Sky and NOW on Monday 19 October. Expanding the iconic 'Friday the 13th' universe, the eight-part series stars Emmy-winner Linda Cardellini (DTF St. Louis, Dead To Me) and will be available exclusively on Sky and streaming service NOW in the UK and Ireland from this October.



Disney+ debuts 'Rivals' trailer ahead of series return on November 11

Disney+ unveiled the new trailer for the return of the Hulu Original "Rivals" Season 2, offering fans a taste of what to expect from the rest of the series. Based on Dame Jilly Cooper's best-selling and beloved Rutshire Chronicles, the critically acclaimed series returns with a three-episode premiere on Wednesday 11 November on Disney+ in the UK and internationally, and Hulu in the U.S. As the return to the scandal and excess of 1987 edges closer, the residents of Rutshire reunite for more revelry, rivalry and romance, but as the stakes ramp-up they must face tragedy, heartbreak, backstabbing, and betrayal head on.

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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.