What's happening in European Commercial and VOD Broadcasting
29 June – 3 July 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

- Atresmedia ranked by Oxford University and Reuters as Spain's leading and most trusted news source
- Videoland strengthens streaming position by acquiring the operations of Viaplay Netherlands
- ITV Sport: ITV dominates World Cup group stages
- Mediaset recognised with 2026 Biagio Agnes Award
- New Mediaset awareness campaign on social media addiction
- The Plage to be
- Tea with Judi Dench returns to Sky Arts with legendary guest, Sir Ian McKellen
- More to watch, all in one place : TF1+ and TF1 Live TV channels now available on Netflix in France
- Warner Bros. Discovery brings Wimbledon 2026 to fans across 12 markets in Europe on HBO Max, Eurosport and TNT Sports

Atresmedia ranked by Oxford University and Reuters as Spain's leading and most trusted news source

According to the 2026 Digital News Report by the Reuters Institute and the University of Oxford, Atresmedia has once again been recognised as Spain's leading and most trusted source of news. Antena 3 and laSexta remain among the country's most-used news brands, while Antena 3 achieved the highest trust score among television channels (52%). Onda Cero also ranked among Spain's most trusted radio stations, reinforcing Atresmedia's position as the leading audiovisual news group in terms of credibility, trust and audience loyalty.

Videoland strengthens streaming position by acquiring the operations of Viaplay Netherlands

Videoland is taking a major strategic step to realise its growth ambitions. The Dutch streaming service is expanding its portfolio with the sports rights and programming of Viaplay Netherlands. With this move, Videoland is transforming from the premier home of local entertainment, series and films into the ultimate destination for both premium entertainment and live sports.

ITV Sport: ITV dominates World Cup group stages

ITVX has achieved its strongest monthly performance to date, crossing the 400 million monthly streams milestone for the first time in its history. Driven by a strong summer schedule of live sport and reality, the platform has recorded 468 million streams in June, and 21 million users across the month. This represents an increase of 173 million streams compared to June last year, and an increase of 85 million streams over January 2026, which was the previous record month.

Mediaset recognised with 2026 Biagio Agnes Award

Mediaset has been awarded the 2026 Biagio Agnes Award in the Correspondents category through its Brussels correspondent, Leonardo Panetta. The award recognises the Group's long-standing commitment to high-quality journalism and authoritative coverage of European affairs. For the past decade, Panetta has reported from Brussels, providing accurate and reliable coverage of the European Union institutions. His reporting has helped translate complex European policymaking into clear and relevant news, enabling viewers to better understand the political and regulatory developments in Europe.

New Mediaset awareness campaign on social media addiction

Launched on 26 June 2026, the campaign "There Is Much More Beyond the Screen" aims to promote a healthier and more balanced use of social media. Broadcast across Mediaset's TV channels, social media platforms, radio, Digital Out of Home networks and a dedicated website, the initiative highlights that while digital platforms are valuable tools for communication and information, excessive use can foster addictive behaviours and diminish engagement with real-life experiences.

The Plage to be

From Monday 22 to Thursday 26 June, RTL AdAlliance opened the doors to RTL Beach during the Cannes Lions International Festival of Creativity. For the 2026 edition, one idea shaped the entire week: trust. Trust in verified information, trust in quality content, trust in responsible advertising, and trust in the environments where brands appear. Through a varied programme of presentations, discussions and networking, RTL AdAlliance showed that trust is not just a slogan – it is the foundation of trusted media, and the superpower of Total Video.

Tea with Judi Dench returns to Sky Arts with legendary guest, Sir Ian McKellen

Sky confirmed Tea with Judi Dench will return this summer. Following its success last year, a brand-new special produced by Mindhouse, will continue the celebration of

extraordinary conversations, storytelling and friendship, as Judi welcomes one of Britain's most celebrated performers, Sir Ian McKellen, to her home.

More to watch, all in one place : TF1+ and TF1 Live TV channels now available on Netflix in France

As announced live on stage at the TF1 Upfront in Paris, Netflix and TF1 Group's first of its kind distribution partnership is officially available to members in France. Starting June 19th, Netflix members can watch Groupe TF1 services: TF1+ programs and Live TV channels on Netflix. This is a fully integrated seamless model– bringing together the great TF1+ content with the seamless Netflix experience and many of our highly used features like the Continue Watching row, My List, and Top 10 rows.

Warner Bros. Discovery brings Wimbledon 2026 to fans across 12 markets in Europe on HBO Max, Eurosport and TNT Sports

The pinnacle of the grass court tennis season will be shown live to millions of fans across 11 countries in Europe through Warner Bros. Discovery's (WBD) all-encompassing coverage of The Championships, Wimbledon. Every match from all 18 courts will stream live on HBO Max in Belgium, Bulgaria, Czech Republic, Finland, Hungary, Iceland, the Netherlands, Norway, Romania, Slovakia and Sweden with premium television coverage available on Eurosport as the main draw gets underway from 29 June.

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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.