



Kultūras ministrija

# **EU Audiovisual Media Services Directive (AVMSD)**

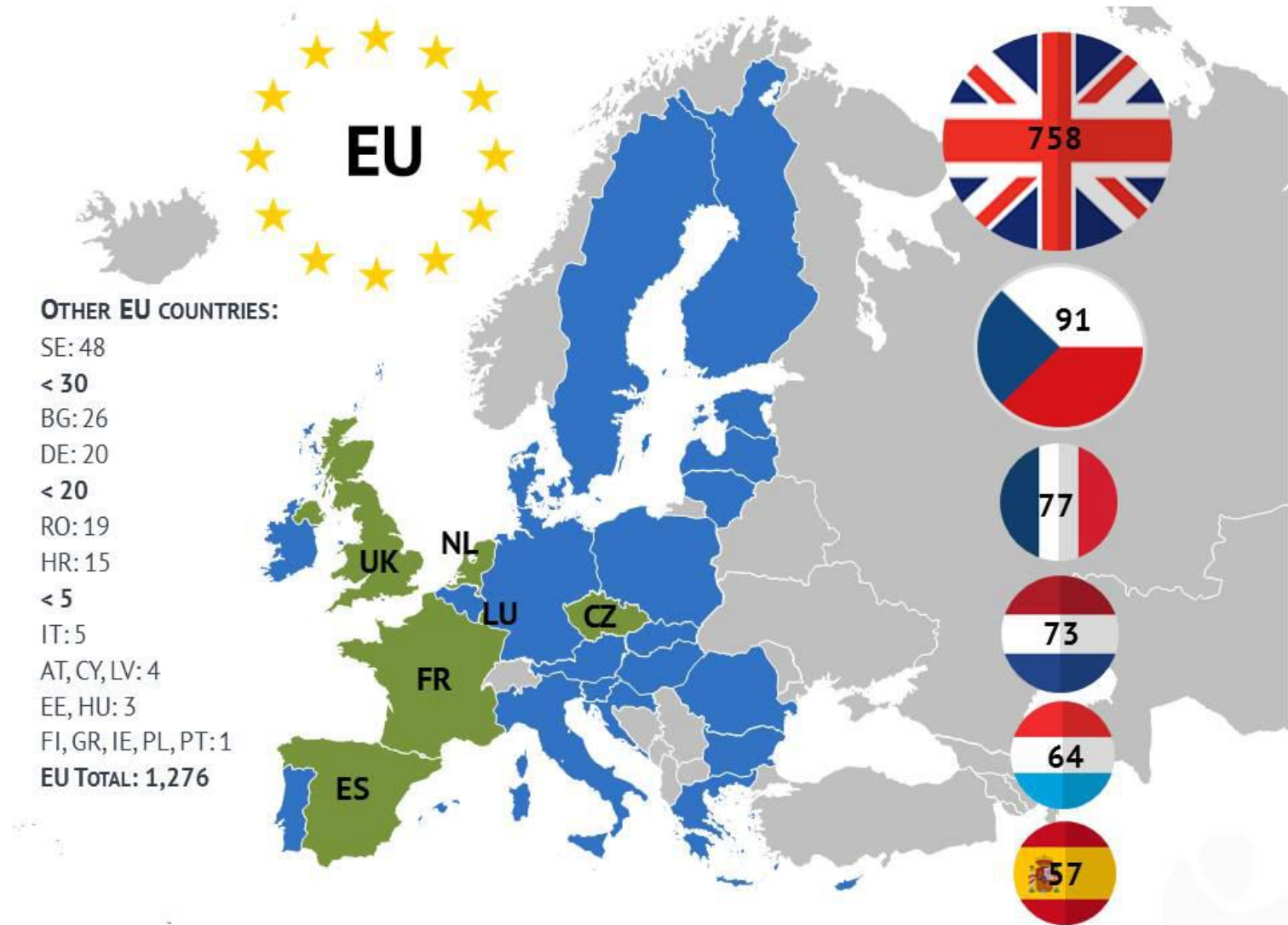
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# Full title

Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) (Text with EEA relevance)

# Why do we need a directive?



Source: European Audiovisual Observatory / MAVISE database; © Copyright Showeet.com

# EU Digital Single Market

The European Commission supports media policies that empower European citizens to enjoy seamless and interactive experiences, letting them **access any content from anywhere in Europe.**

A single European TV market needs a **minimum set of common rules** for the audiovisual sector and new media sector covering aspects like **advertising, promotion of European works and protection of minors.**

The Commission is working on legislation that supports the creation of a true Digital Single Market of content and promotion of media freedom and pluralism in Europe.

# History

- 1984 – Green Paper on the establishment of a common market in broadcasting
- 1989 – Television Without Frontiers Directive
- 1997 – TVWF first revision
- 2007 – Audiovisual Media Services Directive
- 2010 – Codification → 2010/13/EU
- 2016 – EC proposal for revised AVMSD

# Objectives

- Level playing field
- Cultural diversity
- Protection of minors and consumers
- Media pluralism
- Prevention of hate speech
- Independence of regulators

# General principles

- Technological neutrality
- Graduated regulation
- Scope
- Transparency requirements
- Jurisdiction
- Freedom of reception & retransmission
- Stricter rules

# Areas of EU coordination

- Incitement to hatred
- Accessibility for people with disabilities
- Principles of jurisdiction
- Major events
- Promotion of European works
- Commercial communications
- Protection of minors



# Revision of the AVMSD

- Country of origin principle
- Commercial Communications
- Promotion of European works
- Prohibition of hate speech
- Protection of Minors
- Scope
- Regulators

# Some of the issues to be resolved

- European works and on-demand services
- Video-sharing platforms
- Transparency of ownership
- Advertising quotas
- Alcohol advertising
- Brexit

# ARTICLE 23 – THREE APPROACHES

## Current rule

**1. The proportion of television advertising spots and teleshopping spots within a given clock hour shall not exceed 20%.**

Commission	Presidency	Parliament
<b>1. The daily proportion of television advertising spots and teleshopping spots within the period between 7:00 and 23:00 shall not exceed 20%.</b>	<b>1. The proportion of television advertising spots and teleshopping spots within the period between 06:00 and 18:00 shall not exceed 20% of that period. The proportion of television advertising spots and teleshopping spots within the period between 18:00 and 00:00 shall not exceed 20% of that period.</b>	<b>1. The daily proportion of television advertising spots and teleshopping spots shall not exceed 20%. Member States shall remain free to define a prime time window, the duration of which shall not exceed a period of four consecutive hours. Within such a prime time window, the proportion of television advertising spots and teleshopping spots shall not exceed 20%.</b>

## More info:

European Audiovisual Observatory

<http://www.obs.coe.int/eservices>

European Commission

<https://ec.europa.eu/digital-single-market/en/audiovisual-media-services-directive-avmsd>

Council of Europe

<http://www.coe.int/en/web/freedom-expression>

## Any questions?