Audiovisual and Media Services

These days we can watch our favourite programmes not just on TV, but also online. These shows are subject to the rules of the single market.

The EU's Audiovisual Media Services Directive (AVMSD) governs EU-wide coordination of national legislation on all audiovisual media — traditional TV broadcasts and on-demand services.

The latest review of AVMSD (https://digital-strategy.ec.europa.eu/en/policies/revision-avmsd) was carried out in 2018. To help Member States with the implementation of the new AVMSD the Commission has adopted three sets of guidelines:

1. guidelines on video sharing platforms
2. guidelines on European works
3. guidelines on the scope of Member States’ media literacy reports
   (https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52023XC0223%2801%29)
Goals of EU coordination

- Providing rules to shape technological developments
- Creating a level playing field for emerging audiovisual media
- Preserving cultural diversity
- Protecting children and consumers
- Safeguarding media pluralism
- Combating racial and religious hatred
- Guaranteeing the independence of national media regulators

Areas of EU coordination

The AVMSD governs EU-wide coordination of national legislation in the following areas:

- general principles
- incitement to hatred
- accessibility for people with disabilities
- principles of jurisdiction
- major events
- promotion and distribution of European works
- commercial communications
- protection of minors

Further Reading

Reports of targeted consultations

- On the practical application of the essential functionality criterion of the definition of video sharing platform services (Recital 5 of Directive 2018 /180) — published 18/06/2020

Download documents

- AVMSD - 2010/13/EU - Codified version (All languages) — published 15.4.2010
- Corrigendum to Directive 2010/13/EU — published 15.4.2010
- Guidelines on the practical application of the essential functionality criterion of the definition of video-sharing platform services
Guidelines on the scope of Member States' reports concerning measures for the promotion and development of media literacy skills

(Article 33a(3) of Directive (EU) 2018/1808)

Audiovisual and Media Services Directive

History of EU AV rules
Application and implementation of AVMSD

(http://ec.europa.eu/avpolicy/reg/history/index_en.htm)
Follow the latest progress and learn more about getting involved.
Follow the Commission's work on media @MediaEU (https://twitter.com/MediaEu)

Latest News

PRESS RELEASE | 15 July 2022

Today, the Commission has decided to refer Hungary to the Court of Justice for breaching EU telecoms rules with the Hungarian Media Council's decision to reject Klubradio's application for the use of radio spectrum on highly questionable grounds.

PRESS RELEASE | 20 May 2022
Today, the Commission is launching MediaInvest, a new financing tool to boost Europe's audiovisual industry.

PRESS RELEASE | 19 May 2022
Audiovisual Media Services Directive: Commission refers five Member States to the Court of Justice of the EU

The European Commission has decided to refer Czechia, Ireland, Romania, Slovakia and Spain, to the Court of Justice of the European Union over the failure to transpose the revised Audiovisual Media Services Directive (“AVMSD”, Directive (EU) 2018/1808), with a request to impose financial sanctions in accordance with Article 260(3) TFEU.

DIGIBYTE | 17 May 2022
The European Commission meets audiovisual industry at the Cannes Film Festival

Commissioner for Internal Market Thierry Breton attends the Cannes Film Festival to meet representatives of the audiovisual industry, take stock of the EU support to the sector, and present his vision to build Europe’s cultural sovereignty.
Related Content

Big Picture


The Commission is defending European media and digital culture with policies that empower citizens and encourage media pluralism.

Dig deeper

The transformation of the audiovisual media landscape offers the potential for new experiences and opportunities. It also poses many questions for us.

The international context of audiovisual policy

International agreements and constraints in the audiovisual sector play an important role on how the EU and Member States develop audiovisual policy.

Revision of the Audiovisual Media Services Directive (AVMSD)

The revised Audiovisual Media Services Directive creates a media framework for Europe's digital decade.

Creative Europe MEDIA Programme

The MEDIA strand of the Creative Europe programme is designed to support European film and other audiovisual industries.


The European Film Forum is a platform for a structured dialogue between policy makers and stakeholders in the audiovisual sector.

European Media and Audiovisual Action Plan

The Media and Audiovisual Action Plan (MAAP) aims to boost European media and help maintain European cultural and technological autonomy in the Digital Decade.

See Also


Virtual worlds, also referred to as metaverses, will provide opportunities as well as challenges. The Commission will ensure they reflect EU values and fundamental rights and foster innovation for businesses.

Supporting media and digital culture
The Commission is promoting a coherent approach on media policies, covering legislation on media services and the preservation of European cultural heritage.


Cultural heritage is evolving rapidly thanks to digital technologies. The momentum is now to preserve our cultural heritage and bring it to this digital decade.


The European Commission is adapting EU copyright rules to new consumer behaviours in a Europe which values its cultural diversity.


The European Union upholds media freedom and pluralism as pillars of modern democracy and enablers of free and open debate.

Source URL: https://digital-strategy.ec.europa.eu/policies/audiovisual-and-media-services