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 was carried out in 2018. To help Member States with the implementation of the new AVMSD the Commission has adopted two sets of guidelines:

1. guidelines on video sharing platforms
2. guidelines on European works

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 method of calculation of the share of European works and the exemptions for low audience and low turnover (Art. 13(7) Directive (EU) 2010/13) — published 18/06/2020
• 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)
• Corrigendum to Directive 2010/13/EU (OJ L 95, 15.4.2010)
• Guidelines on the method of calculation of the share of European works and the exemptions for low audience and low turnover (Article 13(7) Directive (EU) 2010/13)
• Guidelines on the practical application of the essential functionality criterion of the definition of video-sharing platform services (Recital 5 of Directive 2018/1808/EU)

History of EU AV rules
Application and implementation of AVMSD
Follow the latest progress and learn more about getting involved.
This morning, the Commission has held a high-level roundtable aimed at setting the ambition for the upcoming stakeholder dialogue on improving...
the access to and availability of audiovisual content across EU Member States.

PRESS RELEASE | 23 September 2021
Audiovisual media: Commission calls on Member States to fully transpose EU rules on audiovisual content

The European Commission has sent this week a reasoned opinion to Czechia, Estonia, Ireland, Spain, Croatia, Italy, Cyprus, Slovenia and Slovakia for failing to provide information about the implementation of the EU Audiovisual Media Services Directive (AVMSD) into their national laws. The new rules apply on all audiovisual media, both traditional TV broadcasts and on-demand services, as well as video-sharing platforms. They aim to create a regulatory framework fit for the digital age, leading to a safer, fairer and more diverse audiovisual landscape.

PRESS RELEASE | 15 July 2021
EU founding values: Commission starts legal action against Hungary and Poland for violations of fundamental rights of LGBTIQ people

The Commission is launching infringement procedures against Hungary and Poland related to the equality and the protection of fundamental rights.

PRESS RELEASE | 01 June 2021
Commission’s Guarantee Facility supports the cultural and creative sectors with €200M investment

The European Investment Fund has signed a guarantee agreement with Triodos Bank that will allow up to €200 million in loans to entrepreneurs in the creative and cultural sectors, in the EU Member States where Triodos operates, namely the Netherlands, Belgium, Spain and Germany.

Browse Audiovisual & Media Services
The Commission is defending European media and digital culture with policies that empower citizens and encourage media pluralism.
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

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

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.

Digital cultural heritage

Cultural heritage has a new breath of life thanks to digital technologies and the internet. Citizens now have opportunities to access cultural material online.

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

Media freedom and pluralism

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