



## 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.



Follow the Commission's work on media @MediaEU

## Latest

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.

PRESS RELEASE | 08 February 2021

Safer Internet Day 2021: A better internet for children and young people

Last Tuesday, 9 February 2021, was Safer Internet Day. Launched in 2004 and promoted by the EU-funded network of Safer Internet Centres in Member States, the day was celebrated online in more than 170 countries worldwide. The theme "Together for a better internet" is a call for everyone to join in making the internet a safer and better place, especially for children and young people.

PRESS RELEASE | 03 December 2020

Digital Decade: Commission launches Action Plan to support recovery and transformation of the media and audiovisual sectors

The Commission has adopted an Action Plan to support the recovery and transformation of the media and audiovisual sector. These sectors, particularly hit by the coronavirus crisis, are essential for democracy, Europe's cultural diversity and digital autonomy.

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## **Related Content**

### **Big Picture**

Media and digital culture

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

### **Dig deeper**

Media Convergence



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**

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.

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