



# Audiovisual and Media Services

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](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C_.2020.223.01.0003.01.ENG&toc=OJ%3AC%3A2020%3A223%3ATOC)  
([https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C\\_.2020.223.01.0003.01.ENG&toc=OJ%3AC%3A2020%3A223%3ATOC](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C_.2020.223.01.0003.01.ENG&toc=OJ%3AC%3A2020%3A223%3ATOC))
2. [guidelines on European works](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C_.2020.223.01.0010.01.ENG&toc=OJ%3AC%3A2020%3A223%3ATOC)  
([https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C\\_.2020.223.01.0010.01.ENG&toc=OJ%3AC%3A2020%3A223%3ATOC](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C_.2020.223.01.0010.01.ENG&toc=OJ%3AC%3A2020%3A223%3ATOC))
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)  
(<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 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\)](https://digital-strategy.ec.europa.eu/en/summary-report-targeted-consultation-method-calculation-share-european-works-and-exemptions-low)  
(<https://digital-strategy.ec.europa.eu/en/summary-report-targeted-consultation-method-calculation-share-european-works-and-exemptions-low>) — published 18/06/2020
- [On the practical application of the essential functionality criterion of the definition of video sharing platform services \(Recital 5 of Directive 2018 /180\)](https://digital-strategy.ec.europa.eu/en/summary-report-targeted-consultation-practical-application-essential-functionality-criterion)  
(<https://digital-strategy.ec.europa.eu/en/summary-report-targeted-consultation-practical-application-essential-functionality-criterion>) — published 18/06/2020

### Download documents

- [AVMSD - 2010/13/EU - Codified version](http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX%3A32010L0013%3AEN%3ANOT)  
(<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX%3A32010L0013%3AEN%3ANOT>)(All languages)
- [Corrigendum to Directive 2010/13/EU](http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX%3A32010L0013R%2801%29%3AEN%3ANOT)  
(<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX%3A32010L0013R%2801%29%3AEN%3ANOT>) ( 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](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C_.2020.223.01.0010.01.ENG&toc=OJ%3AC%3A2020%3A223%3ATOC) ([https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C\\_.2020.223.01.0010.01.ENG&toc=OJ%3AC%3A2020%3A223%3ATOC](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C_.2020.223.01.0010.01.ENG&toc=OJ%3AC%3A2020%3A223%3ATOC)) (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](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C_.2020.223.01.0003.01.ENG&toc=OJ%3AC%3A2020%3A223%3ATOC) ([https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C\\_.2020.223.01.0003.01.ENG&toc=OJ%3AC%3A2020%3A223%3ATOC](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C_.2020.223.01.0003.01.ENG&toc=OJ%3AC%3A2020%3A223%3ATOC)) (Recital 5 of Directive (EU) 2018/1808/EU)
  - [Guidelines on the scope of Member States' reports concerning measures for the promotion and development of media literacy skills](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52023XC0223%2801%29) (<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52023XC0223%2801%29>) (Article 33a(3) of Directive (EU) 2018/1808)
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