

Revision of the Audiovisual Media Services Directive (AVMSD)

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



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The revision of the AVMSD was proposed by the Commission, and was the subject of intense negotiations between the co-legislators. The European Parliament adopted a report on the provision of audiovisual media services. The Council adopted the revised Audiovisual Media Services Directive (AVMSD) in 2018, completing the legislative process.

What is new in the revised Audiovisual Media Services Directive (AVMSD)?

The revised AVMSD offers many new elements:

- A strengthened country of origin principle, with more clarity on which Member State's rules apply, aligned derogation procedures for TV broadcasters and on-demand service providers and possibilities for derogations in the event of public security concerns and serious risks to public health.
- An extension of certain audiovisual rules to video sharing platforms and social media services.

- Better protection of minors against harmful content in the online world, including strengthening protections on video-on-demand services.
- Reinforced protection of TV and video-on-demand against incitement to violence or hatred, and public provocation to commit terrorist offences.
- Increased obligations to promote European works for on-demand services.
- More flexibility in television advertising, allowing broadcasters to choose more freely when to show ads throughout the day. The overall limit is set at 20% of broadcasting time between 6:00 to 18:00 with the same share allowed during prime time (from 18:00 to midnight).
- Strengthened provisions to protect children from inappropriate audiovisual commercial communications. Video-sharing platforms also have to respect certain obligations for the commercial communications.
- Independence of audiovisual regulators.

What happens next?

The directive entered into force on the 20th day after its publication in the Official Journal of the EU. Member States have 21 months to transpose it into national legislations.

Background

The media landscape has shifted dramatically over the last ten years. Instead of sitting in front of the family TV, millions of Europeans now watch content online on different mobile devices.

The Commission proposed a revised Audiovisual Media Services Directive in May 2016 that included a new approach to online platforms disseminating audiovisual content. The EU's current Audiovisual Media Services Directive governs EU-wide coordination of national legislation on all audiovisual media.

The European Commission organised a public consultation to seek the views of all interested parties on how to make Europe's audiovisual media landscape fit for purpose in the digital age. The document is available in all EU languages.

Commission proposal for a revised AVMSD

Q&A: Updated audiovisual rules

Council general approach on AVMSD

Ex-post REFIT evaluation

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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 | 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 | 23 November 2020

Audiovisual Media: Commission opens infringement procedures against 23 Member States for failing to transpose the Directive on audiovisual content

The European Commission has launched infringement procedures against 23 Member States and the United Kingdom for failing to enact the new rules governing EU-wide coordination of

all audiovisual media, both traditional TV broadcasts and on-demand services, and video-sharing platforms. These new EU rules aim to create a regulatory framework fit for the digital age, leading to a safer, fairer and more diverse audiovisual landscape.

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Big Picture

[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.

Dig deeper

Contact Committee Meetings

The Contact Committee monitors the implementation of the AVMSD and developments in the sector, and is a forum for exchange of views.

Audiovisual Regulators

You will find on this page a list of European Union regulators in the field of audiovisual media services.

Application reports and reports on European works

Reports on the promotion and distribution of EU works and independent production, and on the application of the Audiovisual Media Services Directive (AVMSD).

European Regulators Group for Audiovisual Media Services (ERGA)

The European Regulators Group for Audiovisual Media Services advises the Commission on the implementation of the Audiovisual Media Services Directive (AVMSD).

Application and implementation of AVMSD

The Commission ensures that the Directive is implemented by the Member States and complied with by audiovisual media service providers.

Protection of minors in the AVMSD

The Audiovisual Media Services Directive (AVMSD) contains specific rules to protect minors from inappropriate on-demand media audiovisual services.

Audiovisual Commercial Communications

The Audiovisual Media Services Directive (AVMSD) regulates commercial communications such as the promotion of goods and services in the audiovisual world.

Promotion and distribution of European Works

The Audiovisual Media Services Directive wants to strengthen the European audiovisual industry by regulating promotion and distribution of audiovisual works.

Content and distribution rules in the AVMSD

The Audiovisual Media Services Directive (AVMSD) works to ensure that media services in Member States' jurisdictions contribute to equality and accessibility.

General Principles of the AVMSD

These are the principles for regulating audiovisual media services at European level.

See Also

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.

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.