

## Audiovisual and Media Services

(<https://digital-strategy.ec.europa.eu/hr/policies/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 two 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))

## 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.EN.G&toc=OJ%3AC%3A2020%3A223%3ATOC) ([https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C\\_.2020.223.01.0010.01.EN.G&toc=OJ%3AC%3A2020%3A223%3ATOC](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C_.2020.223.01.0010.01.EN.G&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_.2020.223.01.0010.01.EN.G&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 2018/1808/EU)

[Audiovisual and Media Services Directive](#)

<https://eur-lex.europa.eu/eli/dir/2018/1808/oj>  
[History of EU AV rules](#)

[http://ec.europa.eu/avpolicy/reg/history/index\\_en.htm](http://ec.europa.eu/avpolicy/reg/history/index_en.htm)  
Application and implementation of AVMSD

<https://digital-strategy.ec.europa.eu/en/policies/application-and-implementation-avmsd>

Pratite najnoviji razvoj događaja i doznajte kako se uključiti

- [Follow the Commission's work on media @MediaEU \(https://twitter.com/MediaEu\)](https://twitter.com/MediaEu)

## Latest News

PRESS RELEASE | 15 srpnja 2022

[Sloboda medija: Komisija upućuje Sudu predmet protiv Mađarske zbog nepoštovanja pravila Unije o elektroničkim komunikacijama \(https://digital-strategy.ec.europa.eu/hr/news/media-freedom-commission-refers-hungary-court-failure-comply-eu-electronic-communications-rules\)](https://digital-strategy.ec.europa.eu/hr/news/media-freedom-commission-refers-hungary-court-failure-comply-eu-electronic-communications-rules)

Komisija je danas odlučila uputiti predmet protiv Mađarske Sudu Europske unije zbog kršenja telekomunikacijskih pravila EU-a odlukom mađarskog Vijeća za medije o odbijanju zahtjeva kluba Klubradio za uporabu radiofrekvencijskog spektra iz vrlo upitnih razloga.

PRESS RELEASE | 20 svibnja 2022

[Komisija pokreće MediaInvest kako bi potaknula europsku audiovizualnu industriju](https://digital-strategy.ec.europa.eu/hr/news/commission-launches-mediainvest-boost-europes-audio-visual-industry)  
(<https://digital-strategy.ec.europa.eu/hr/news/commission-launches-mediainvest-boost-europes-audio-visual-industry>)

Komisija danas pokreće MediaInvest, novi financijski instrument za poticanje europske audiovizualne industrije.

PRESS RELEASE | 19 svibnja 2022

[Direktiva o audiovizualnim medijskim uslugama: Komisija upućuje pet država članica Sudu Europske unije](https://digital-strategy.ec.europa.eu/hr/news/audiovisual-media-services-directive-commission-refers-five-member-states-court-justice-eu)  
(<https://digital-strategy.ec.europa.eu/hr/news/audiovisual-media-services-directive-commission-refers-five-member-states-court-justice-eu>)

Europska komisija odlučila je Sudu Europske unije uputiti predmet protiv Češke, Irske, Rumunjske, Slovačke i Španjolske zbog neprenošenja revidirane Direktive o audiovizualnim medijskim uslugama („Direktiva o audiovizualnim medijskim uslugama”, Direktiva (EU) 2018/1808), uz zahtjev za izricanje financijskih sankcija u skladu s člankom 260. stavkom 3. UFEU-a.

DIGIBYTE | 17 svibnja 2022

[Susret Europske komisije s audiovizualnom industrijom na filmskom festivalu u Cannesu](https://digital-strategy.ec.europa.eu/hr/news/european-commission-meets-audiovisual-industry-cannes-film-festival)  
(<https://digital-strategy.ec.europa.eu/hr/news/european-commission-meets-audiovisual-industry-cannes-film-festival>)

Povjerenik za unutarnje tržište Thierry Breton sudjeluje na filmskom festivalu u Cannesu kako bi se susreo s predstavnicima audiovizualne industrije, razmotrio potporu EU-a tom sektoru i predstavio svoju viziju izgradnje kulturnog suvereniteta Europe.

[Pregledaj sadržaj na temu Audiovisual & Media Services](#)

<https://digital-strategy.ec.europa.eu/hr/related-content?topic=160>

## **Povezani sadržaj**

### **Šira slika**

<https://digital-strategy.ec.europa.eu/hr/policies/media-and-digital-culture>

[Media and digital culture \(https://digital-strategy.ec.europa.eu/hr/policies/media-and-digital-culture\)](https://digital-strategy.ec.europa.eu/hr/policies/media-and-digital-culture)

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



## **Dublji pogled**

[Konvergencija medija \(https://digital-strategy.ec.europa.eu/hr/policies/media-convergence\)](https://digital-strategy.ec.europa.eu/hr/policies/media-convergence)

Transformacija audiovizualnog medijskog okruženja nudi potencijal za nova iskustva i prilike. Također nam postavlja mnoga pitanja.

[Međunarodni kontekst audiovizualne politike \(https://digital-strategy.ec.europa.eu/hr/policies/international-audiovisual\)](https://digital-strategy.ec.europa.eu/hr/policies/international-audiovisual)

Međunarodni sporazumi i ograničenja u audiovizualnom sektoru imaju važnu ulogu u razvoju audiovizualne politike EU-a i država članica.

[Revizija Direktive o audiovizualnim medijskim uslugama \(AVMSD\) \(https://digital-strategy.ec.europa.eu/hr/policies/revision-avmsd\)](https://digital-strategy.ec.europa.eu/hr/policies/revision-avmsd)

Revidiranom Direktivom o audiovizualnim medijskim uslugama stvara se medijski okvir za digitalno desetljeće Europe.

[Program Kreativna Europa MEDIA \(https://digital-strategy.ec.europa.eu/hr/policies/creative-europe-media\)](https://digital-strategy.ec.europa.eu/hr/policies/creative-europe-media)

Potprogram MEDIA programa Kreativna Europa osmišljen je za potporu europskoj filmskoj i drugim audiovizualnim industrijama.

[Europski filmski forum \(https://digital-strategy.ec.europa.eu/hr/policies/film-forum\)](https://digital-strategy.ec.europa.eu/hr/policies/film-forum)

Europski filmski forum platforma je za strukturirani dijalog između tvoraca politika i dionika u audiovizualnom sektoru.

[Europski akcijski plan za medije i audiovizualnu politiku \(https://digital-strategy.ec.europa.eu/hr/policies/media-and-audiovisual-action-plan\)](https://digital-strategy.ec.europa.eu/hr/policies/media-and-audiovisual-action-plan)

Cilj je Akcijskog plana za medije i audiovizualnu politiku (MAAP) potaknuti europske medije i pomoći u održavanju europske kulturne i tehnološke autonomije u digitalnom desetljeću.

## **Pogledajte i sljedeći sadržaj**

[Virtualni svjetovi prikladni za ljude \(https://digital-strategy.ec.europa.eu/hr/policies/virtual-worlds\)](https://digital-strategy.ec.europa.eu/hr/policies/virtual-worlds)

Virtualni svjetovi, koji se nazivaju i metaverses, pružit će prilike i izazove. Komisija će osigurati da

odražavaju vrijednosti EU-a i temeljna prava te poticati inovacije za poduzeća.

[Potpora medijima i digitalnoj kulturi](https://digital-strategy.ec.europa.eu/hr/policies/supporting-media-and-culture)

(<https://digital-strategy.ec.europa.eu/hr/policies/supporting-media-and-culture>)

Komisija promiče dosljedan pristup medijskim politikama koji obuhvaća zakonodavstvo o medijskim uslugama i očuvanju europske kulturne baštine.

[Digitalna kulturna baština](https://digital-strategy.ec.europa.eu/hr/policies/cultural-heritage) (<https://digital-strategy.ec.europa.eu/hr/policies/cultural-heritage>)

Kulturna baština brzo se razvija zahvaljujući digitalnim tehnologijama. Sada je zamah očuvati našu kulturnu baštinu i dovesti je u digitalno desetljeće.

[Autorska prava](https://digital-strategy.ec.europa.eu/hr/policies/copyright) (<https://digital-strategy.ec.europa.eu/hr/policies/copyright>)

Europska komisija prilagođava propise EU-a o autorskim pravima novim ponašanjima potrošača u Europi koja cijeni njezinu kulturnu raznolikost.

[Sloboda i pluralizam medija](https://digital-strategy.ec.europa.eu/hr/policies/media-freedom) (<https://digital-strategy.ec.europa.eu/hr/policies/media-freedom>)

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

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