



Thank you!

Let's watch a video....

Rules and codes of conduct to limit the exposure of minors to ads for alcohol and TBS drugs

Resolutions will be given more flexibility as to when ads can be shown. But these will remain subject to the 20% of broadcast time during the day 6:00 - 18:00 and during prime time (18:00 - 24:00).

At the same time the rules relating to product, the most vulnerable are protected, in particular for product children from advertising for alcohol or gambling.

Ads



# Audiovisual **and** Media Policy

## TEAM PORTUGAL



Erasmus+

S(t)imulating European Identity – EUSId - ERASMUS+ Programme  
Strategic Partnership – Project Nr. 2017-1-EL01-KA219-036330\_5  
5th Learning, Teaching and Training Activity – Rethymnon - Crete



Thank you!

Let's watch a video....

The background is a solid blue color. Scattered around the central text are several social media icons, each on a small, slightly tilted, rounded square card. The icons include: Facebook (blue card with white 'f'), LinkedIn (blue card with white 'in'), RSS (orange card with white signal waves), YouTube (white card with red 'You Tube' text), Google+ (white card with colorful bar and '+g' logo), and Twitter (white card with blue speech bubble and 's' logo).

# *WHAT IS THE* **AVMSD?**



***The **Audiovisual Media Services Directive**, which was revised in 2018, is the key piece of legislation that regulates Audiovisual and Media Services in the EU.***



The **Audiovisual Media Services Directive** (AVMSD) is a key piece of legislation in the EU that regulates audiovisual media services and their providers. It covers a wide range of services, including television broadcasting, on-demand audiovisual media services, and audiovisual media services provided to the public. The AVMSD sets out rules for the content of these services, the rights of viewers and listeners, and the responsibilities of providers. It also sets out rules for the advertising and sponsorship of audiovisual media services. The AVMSD is a key piece of legislation in the EU that regulates audiovisual media services and their providers.



The **AVMSD** sets out specific EU rules for **TV** and other **audiovisual media services** which reflect their **democratic, cultural** and **social significance** and their potential impact on public opinion.



*WHY IS THE*  
***AVMSD***  
*BEING REVISED?*



# THE MEDIA LANDSCAPE HAS SHIFTED DRAMATICALLY IN LESS THAN A DECADE





Before



***The Average TV viewing time is decreasing***  
***Young people's TV viewing time has***  
***dropped by 7,5% and is HALF that of the***  
***average viewer***

Now

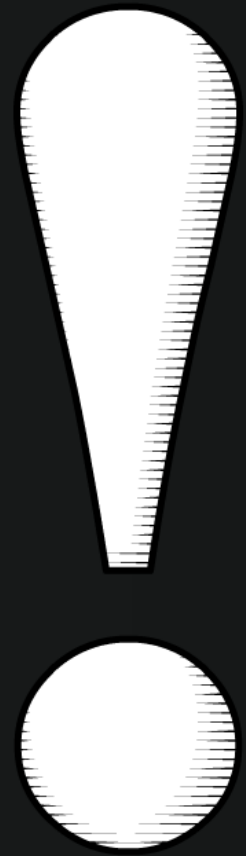




## Videos on the Internet



**Internet video** share  
in consumer internet  
traffic is **expected  
to increase**  
from **64%** in 2014  
to **80%** by 2019

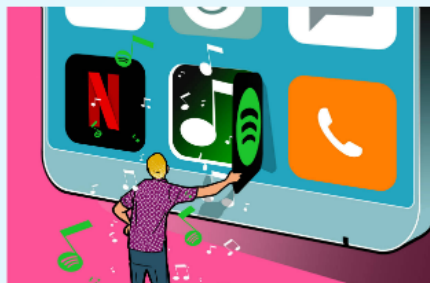


# 31%

***OF THE VIDEO-ON-DEMAND  
SERVICES AVAILABLE IN A  
MEMBER STATE ARE  
ESTABLISHED IN ANOTHER EU  
COUNTRY.***



***What type of  
audiovisual media services  
are covered by the new directive***



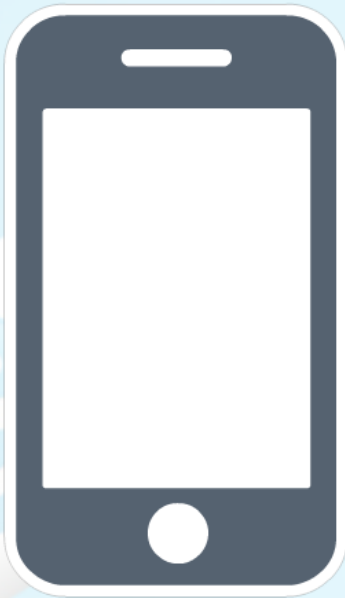
The background is a solid light blue. At the top, there are several floating social media icons: a blue square with a white 'i' (Instagram), a white square with a red 'T' (TikTok), a white square with a black and white infinity symbol and a plus sign (YouTube), and a portion of a gold smartphone. At the bottom left, there is a blue square with a white 'f' (Facebook).

**Member States shall ensure that video sharing platforms implement measures to:**

- Protect minors from harmful content (that can impair physical, mental, or moral development);**
- Protect all citizens from hate speech.**



or user-generated videos  
possibility) to the general  
public effects to the general  
public effects to the general  
public effects to the general  
public effects to the general



what is considered a  
**video-sharing platform**  
under the AVMSD?





- stores a large amount of programmes or **user-generated videos** (provider does not have editorial responsibility)
- provides programmes and **user-generated videos** to the general public, in order to inform, entertain or educate;
- is made available by **electronic communications networks**.



# What are the new rules of the revised AVMSD?



Traditional TV broadcasters



Video on Demand  
(VOD) providers



Video sharing platforms

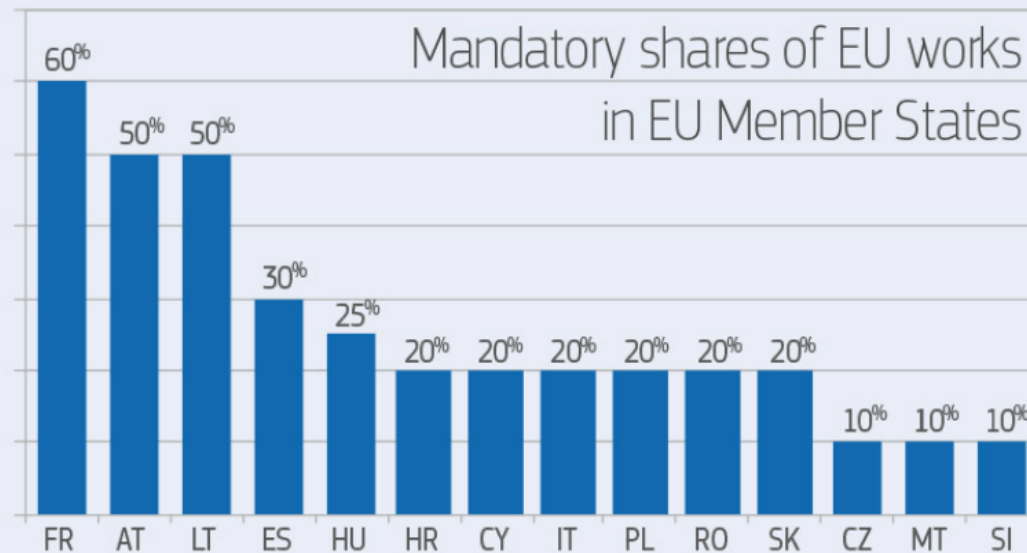
- Better protection of minors
- Promoting European works
- More independence for regulators

- **Protection of minors from harmful content (gratuitous violence and pornography)**
- **Protection of citizens from incitement to violence and hatred and from illegal content**
- **Advertising rules :**
  - to indicate when user-generated videos have ads;
  - to reduce the exposure of children to some ads in video-sharing platforms.



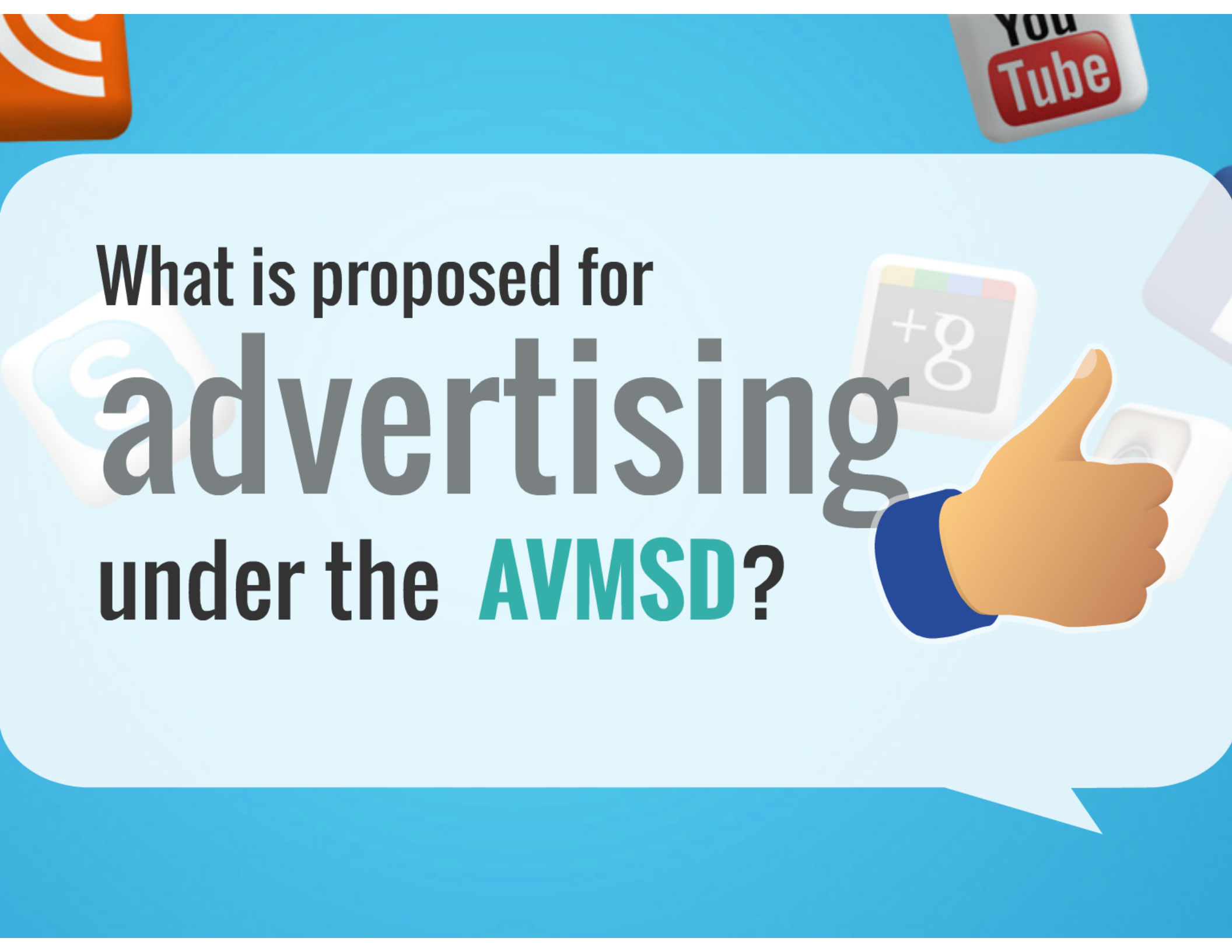
European works will be better promoted on VOD services -  
at least **30% share** of their catalogues will need to be  
devoted to European content

Industry faces **fragmented rules** on the share  
of European content across the EU





What is proposed for  
**advertising**  
under the **AVMSD**?





Broadcasters will be given **more flexibility** as to when ads can be shown, but these still cannot make more than 20% of broadcast time during the day (6:00 – 18:00) and during prime time (18:00 – 24:00).

At the same time the rules seeking to **protect the most vulnerable** are reinforced, in particular to protect children from advertising for alcohol or unhealthy foods.



# Rules and codes of conduct to limit the **exposure of minors to ads for alcohol and HFSS foods**



How will the

**European culture**  
be reinforced with these new rules?



**The AVSMD establishes that:**

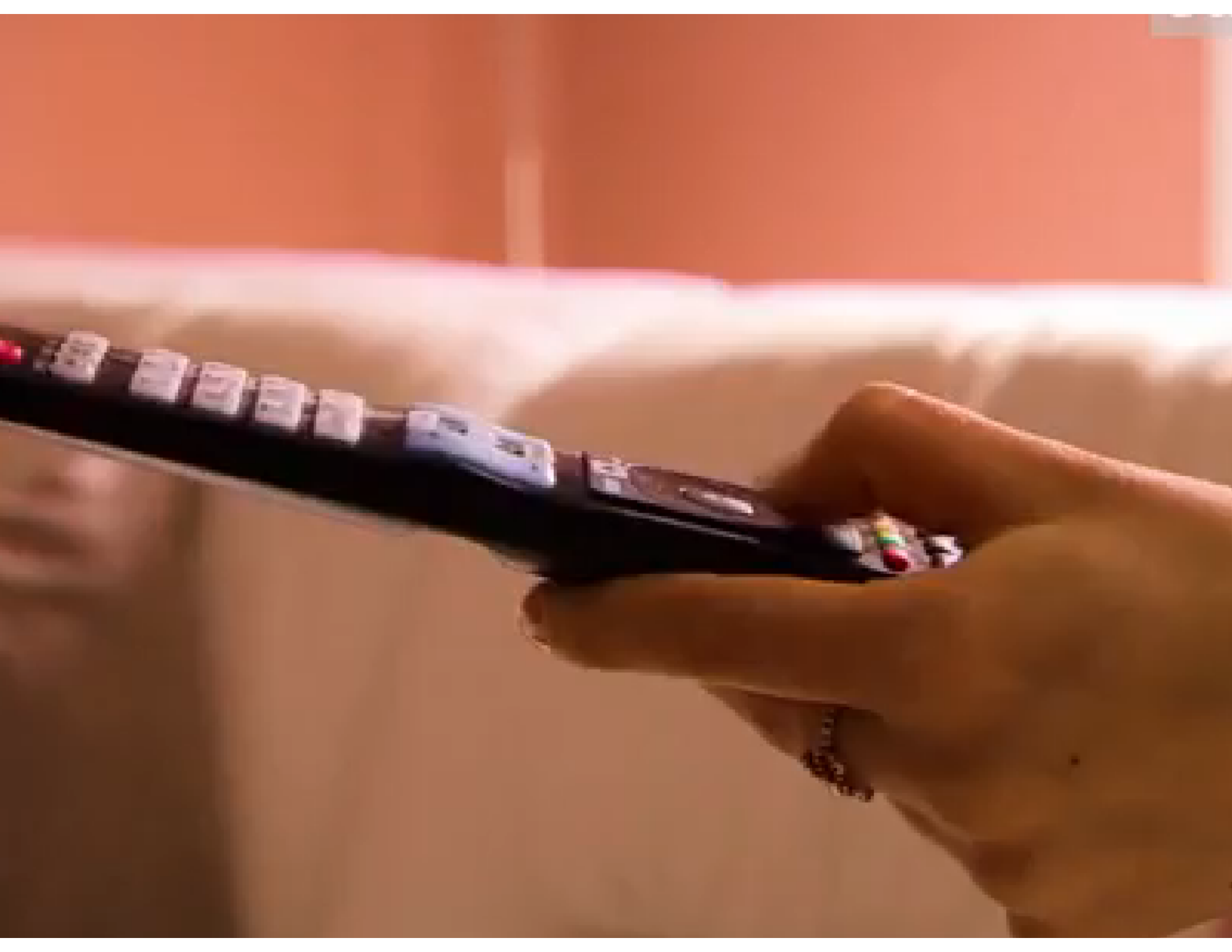
**TV** : broadcast at least **50%** **share** of European works (including national content) in viewing time.

**Video-on-demand services**: ensure at least **30%** **share** of European content in their catalogues and visibility to European content in their offers.



Let's watch a video....







Thank you!

Let's watch a video....



Thank you!