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Reports on the application of the Audiovisual Media Services Directive (AVMSD)

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First Report on the application of the Audiovisual Media Services Directive (AVMSD)

- [First Report from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions on the application of Directive 2010/13/EU "Audiovisual Media Services Directive" - Audiovisual Media Services and Connected Devices: Past and Future Perspectives](#) [1] (all languages)
- [Staff Working Document accompanying the Report](#) [2]
- [See Press release](#) [3] - 07 May 2012

The report shows that the AVMSD is working well, but that the audiovisual sector is undergoing rapid change in technology and business practices. There are a number of issues concerning commercial communications and further guidance is needed on Connected TV. The Commission will thus update its interpretative communication on certain provisions on televised advertising in 2013 and will launch a public consultation on Connected TV by the end 2012.

Reports on the application of the TVwF Directive

The [Seventh Report on the application of the "Television without Frontiers directive"](#) [4] was adopted on 26 June 2009. This report looks at the application of the Television without Frontiers Directive in the Member States in 2007 and 2008. During this two-year period, the Commission was required to initiate legal action against Spain and Italy in accordance with the Directive for not abiding by EU advertising rules that limit advertising and teleshopping spots to 12 minutes per hour. The 7th application report also adds analysis to the ongoing evolution of the television market.

The Commission has adopted on 24 October 2007 its [Sixth Report on the application of the "Television without frontiers"](#) [5] directive (COM (2007) 0452). This report covers the application of the essential provisions of the directive during the period 2005-2006 and the international aspects of the audiovisual policy. It also analyses the recent developments in the audiovisual landscape, which will be reflected in the forthcoming audiovisual media services directive.

Earlier reports can be found [here](#) [6].

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