

Digital Single Market

Audiovisual Media Services Directive (AVMSD)

These days we can watch our favourite programmes from all over Europe not just on TV, but also via the internet or on our mobile devices. Like other goods and services, the audiovisual media are subject to the rules of the single European market.



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The EU's [Audiovisual Media Services Directive](#) [2] governs EU-wide coordination of national legislation on all audiovisual media, both traditional TV broadcasts and on-demand services.

The AVMSD directive is currently open for review. A [new legislative proposal](#) [3] amending the AVMSD has been adopted by the European Commission on 25 May 2016.

The European Commission organised a [public consultation](#) [4] 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 consultation took place from July to September 2015. The document is available in all EU languages. Read [the contributions](#) [5], the [synopsis](#), [6] [5]the [announcement](#) [7] and [questions & answers](#) [8] regarding the public consultation.

Find more information about the [REFIT Evaluation and Impact Assessment of the EU Audiovisual Media Services Directive 2010/13/EU \(AVMSD\)](#) [9].

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](#) [10]
- [Incitement to hatred](#) [11]
- [Accessibility for people with disabilities](#) [12]
- [Principles of Jurisdiction](#) [13]
- [Major Events](#) [14]
- [Promotion and distribution of European works](#) [15]
- [Commercial communications](#) [16]
- [Protection of minors](#) [17]

More information

- [History of EU audiovisual media rules](#) [18]
- [Application and implementation](#) [19]

Download documents

- [AVMSD - 2010/13/EU - Codified version](#) [20](All languages)
- [Corrigendum to Directive 2010/13/EU](#) [21] (OJ L 95, 15.4.2010)

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Team responsible

[DG CONNECT](#) [22]

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Links

- [1] https://ec.europa.eu/digital-single-market/sites/digital-agenda/files/AVMSD_0.jpg
- [2] <http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:32010L0013>
- [3] <https://ec.europa.eu/digital-single-market/en/revision-audiovisual-media-services-directive-avmsd>
- [4] <http://ec.europa.eu/digital-single-market/news-redirect/24215>
- [5] <https://ec.europa.eu/digital-single-market/news-redirect/26928>
- [6] <https://ec.europa.eu/digital-single-market/news-redirect/31524>
- [7] <https://ec.europa.eu/digital-single-market/news-redirect/24275>
- [8] <https://ec.europa.eu/digital-single-market/news-redirect/24394>
- [9] <https://ec.europa.eu/digital-single-market/en/news/avmsd-review-process>
- [10] <https://ec.europa.eu/digital-single-market/en/general-principles>
- [11] <https://ec.europa.eu/digital-single-market/en/content-distribution-rules-avmsd>
- [12] <https://ec.europa.eu/digital-single-market/en/content-distribution-rules-avmsd#accessibility>
- [13] <https://ec.europa.eu/digital-single-market/en/general-principles#jurisdiction>
- [14] <https://ec.europa.eu/digital-single-market/en/content-distribution-rules-avmsd#majorevents>
- [15] <https://ec.europa.eu/digital-single-market/en/promotion-and-distribution-european-works>
- [16] <https://ec.europa.eu/digital-single-market/en/audiovisual-commercial-communications-avmsd>
- [17] <https://ec.europa.eu/digital-single-market/en/protection-minors-avmsd>
- [18] http://ec.europa.eu/avpolicy/reg/history/index_en.htm
- [19] <https://ec.europa.eu/digital-single-market/node/159>
- [20] <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32010L0013:EN:NOT>
- [21] [http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32010L0013R\(01\):EN:NOT](http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32010L0013R(01):EN:NOT)
- [22] https://ec.europa.eu/info/departments/communications-networks-content-and-technology_en