



# Synopsis<sup>1</sup>

Audiovisual Media Service Directive 2010/13/EU (AVMSD) - Proposal Commission - Amendments EP - General Approach Council - Directive 2018/1808/EU Version of 03 December 2018

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## **References:**

Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive, AVMSD), OJ L 95, 15.4.2010, p. 1–24, available at <a href="http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32010L0013&from=EN">http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32010L0013&from=EN</a>

Proposal of the European Commission for a directive of the European Parliament and of the Council amending Directive 2010/13/EU on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services in view of changing market realities, 2016/0151(COD), available at <a href="http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52016PC0287&from=EN">http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52016PC0287&from=EN</a>

General Approach of the Council on the proposal for a Directive of the European Parliament and of the Council amending Directive 2010/13/EU on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services in view of changing market realities (First reading) as of 24 May 2017, available at <a href="http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CONSIL:ST 9691 2017">http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CONSIL:ST 9691 2017 INIT&from=EN</a>

Directive (EU) 2018/1808 of the European Parliament and of the Council of 14 November 2018 amending Directive 2010/13/EU on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) in view of changing market realities, OJ L 303, 28.11.2018, p. 69–92, available at <a href="https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1543826604342&uri=CELEX:32018L1808">https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1543826604342&uri=CELEX:32018L1808</a>

The synopsis highlights all changes in wording by comparing the version to previous documents starting on the left and moving to the right; the first column being Directive 2010/13/EU and the last the consolidated version after inclusion of the amendments by Directive 2018/1808/EU.

Comments and other amendments from the editors are written in italics.





# DIRECTIVE (EU) 2018/1808 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

#### of 14 November 2018

amending Directive 2010/13/EU on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) in view of changing market realities

THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,

Having regard to the Treaty on the Functioning of the European Union, and in particular Article 53(1) and Article 62 thereof,

Having regard to the proposal from the European Commission,

After transmission of the draft legislative act to the national parliaments,

Having regard to the opinion of the European Economic and Social Committee<sup>2</sup>,

Having regard to the opinion of the Committee of the Regions<sup>3</sup>,

Acting in accordance with the ordinary legislative procedure<sup>4</sup>,

Whereas:

-	Proposal Commission <sup>5</sup>	Amendments EP	General Approach Council	Directive (EU) 2018/1808
	(1) The last substantive amendment to	(1) The last substantive amendment to	(1) The last substantive amendment to	(1) The last substantive amendment to
	Directive 89/552/EEC of the Council <sup>6</sup> ,	Directive 89/552/EEC of the Council,	Directive 89/552/EEC of the Council,	Council Directive 89/552/EEC,
	later codified by Directive 2010/13/EU	later codified by Directive 2010/13/EU	later codified by Directive 2010/13/EU	subsequently codified by Directive
	of the European Parliament and of the	of the European Parliament and of the	of the European Parliament and of the	2010/13/EU of the European
	Council <sup>7</sup> , was made in 2007 with the	Council, was made in 2007 with the	Council, was made in 2007 with the	Parliament and of the Council, was
	adoption of Directive 2007/65/EC of	adoption of Directive 2007/65/EC of	adoption of Directive 2007/65/EC of	made in 2007 with the adoption of
	the European Parliament and of the	the European Parliament and of the	the European Parliament and of the	Directive 2007/65/EC of the European
	Council <sup>8</sup> . Since then, the market of	Council. Since then, the market of	Council. Since then, the market of	Parliament and of the Council. Since
	audiovisual media services has evolved	audiovisual media services has evolved	audiovisual media services has evolved	then, the audiovisual media services
	significantly and rapidly. Technical	significantly and rapidly due to the	significantly and rapidly Technical	market has evolved significantly and
	developments allow for new types of	ongoing convergence of television and	developments allow for new types of	rapidly due to the ongoing convergence
	services and user experiences. The	internet services. Technical	services and user experiences. The	of television and internet services.
	viewing habits, particularly of younger	developments allow for new types of	viewing habits, particularly of younger	Technical developments have allowed
	generations, have changed significantly.	services and user experiences. The	generations, have changed significantly.	for new types of services and user
	While the main TV screen remains an	viewing habits, particularly of younger	While the main TV screen remains an	experiences Viewing habits,
	important device to share audiovisual	generations, have changed significantly.	important device to share audiovisual	particularly those of younger
	experiences, many viewers have moved	While the main TV screen remains an	experiences, many viewers have moved	generations, have changed significantly.
	to other, portable devices to watch	important device to share audiovisual	to other, portable devices to watch	While the main TV screen remains an
	audiovisual content. Traditional TV	experiences, many viewers have moved	audiovisual content. Traditional TV	important device for sharing
	content accounts still for a major share	to other, portable devices to watch	content accounts still for a major share	audiovisual experiences, many viewers
	of the average daily viewing time.	audiovisual content. Traditional TV	of the average daily viewing time.	have moved to other, portable devices
	However, new types of content, such as	content accounts still for a major share	However, new types of content, such as	to watch audiovisual content.

OJ C 34, 2.2.2017, p. 157.

<sup>3</sup> OLC 185 9 6 2017 n 41

Position of the European Parliament of 2 October 2018 (not yet published in the Official Journal) and decision of the Council of 6 November 2018.

<sup>&</sup>lt;sup>5</sup> Footnotes in the proposal of the Commission are also included in the texts of the Parliament, Council and the adoption decisions, but have not been repeated within the scope of this synopsis.

Directive 89/552/EEC of the European Parliament and of the Council of 3 October 1989 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) (OJ L 298, 17.10.1989, p. 23)

Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) (OJ L 95, 15.4.2010, p. 1).

Directive 2007/65/EC of the European Parliament and of the Council of 11 December 2007 amending Council Directive 89/552/EEC on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the pursuit of television broadcasting activities (OJ L 332, 18.12.2007, p. 27).

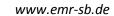


short videos or user-generated content, gain increasing importance and new players, including providers of video-on-demand services and video-sharing platforms, are now well-established.		of the average daily viewing time. However, new types of content, such as short videos or user-generated content, gain increasing importance and new players, including providers of video-on-demand services and video-sharing platforms, are now well-established. This convergence of media requires an updated legal framework in order to reflect developments in the market and to achieve a balance between access to online content services, consumer protection and competitiveness.		short videos or user-generated content, gain increasing importance and new players, including providers of video-on-demand services and video-sharing platforms, are now well-established.		Traditional TV content still accounts for a major share of the average daily viewing time. However, new types of content, such as video clips or usergenerated content, have gained an increasing importance and new players, including providers of video-ondemand services and video-sharing platforms, are now well-established. This convergence of media requires an updated legal framework in order to reflect developments in the market and to achieve a balance between access to online content services, consumer protection and competitiveness.
(2) On 6 May 2015, the Commission adopted "A Digital Single Market Strategy for Europe" in which it announced a review of Directive 2010/13/EU.	(2)	On 6 May 2015, the Commission adopted "A Digital Single Market Strategy for Europe" in which it announced a review of Directive 2010/13/EU. In its resolution of 19 January 2016, "Towards a Digital Single Market Act" 10, the European Parliament set out what it would expect from that review. The European Parliament had previously called for a review on 4 July 2013 in its resolution "Connected TV" 11 and on 12 March 2014 in its resolution "Preparing for a Fully Converged Audiovisual World" 12 and indicated the objectives of that review.	(2)	On 6 May 2015, the Commission adopted "A Digital Single Market Strategy for Europe" in which it announced a review of Directive 2010/13/EU	(2)	On 6 May 2015, the Commission adopted a communication entitled "A Digital Single Market Strategy for Europe" in which it announced a review of Directive 2010/13/EU.
(3) Directive 2010/13/EU should remain applicable only to those services the principal purpose of which is the provision of programmes in order to inform, entertain or educate. The principal purpose requirement should be also considered to be met if the service has audiovisual content and form which is dissociable from the main activity of the service provider, such as stand-alone parts of online newspapers featuring audiovisual programmes or user-generated videos where those	(3)	Directive 2010/13/EU should be applicable only to those services the principal purpose of which is the provision of programmes in order to inform, entertain or educate. The principal purpose requirement should be also considered to be met if the service has audiovisual content and form which is dissociable from the main activity of the service provider As social media platform services rely increasingly on audiovisual content, they are relevant for the purposes of	(3)	Directive 2010/13/EU should remain applicable only to those services the principal purpose of which is the provision of programmes in order to inform, entertain or educate. The principal purpose requirement should be also considered to be met if the service has audiovisual content and form which is dissociable from the main activity of the service provider, such as stand-alone parts of online newspapers featuring audiovisual programmes or user-generated videos where those	(3)	Directive 2010/13/EU should remain applicable only to those services the principal purpose of which is the provision of programmes in order to inform, entertain or educate. The principal purpose requirement should also be considered to be met if the service has audiovisual content and form which are dissociable from the main activity of the service provider, such as stand-alone parts of online newspapers featuring audiovisual programmes or user-generated videos

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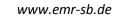




parts can be considered dissociable from their main activity. Social media services are not included, except if they provide a service that falls under the definition of a video-sharing platform. A service should be considered to be merely an indissociable complement to the main activity as a result of the links between the audiovisual offer and the main activity. As such, channels or any other audiovisual services under the editorial responsibility of a provider may constitute audiovisual media services in themselves, even if they are offered in the framework of a video-sharing platform which is characterised by the absence of editorial responsibility. In such cases, it will be up to the providers with editorial responsibility to abide by the provisions of this Directive.	Directive 2010/13/EU in so far as they provide services that meet the criteria defining a video-sharing platform. A service should be considered to be merely an indissociable complement to the main activity as a result of the links between the audiovisual offer and the main activity. As such, channels or any other audiovisual services under the editorial responsibility of a provider may constitute audiovisual media services in themselves, even if they are offered in the framework of a video-sharing platform In such cases, it will be up to the providers with editorial responsibility to abide by the provisions of this Directive. Games of chance involving a stake representing a sum of money, including lotteries, betting and other forms of gambling as well as on-line games and search engines, should continue to be excluded from the scope of Directive	parts can be considered dissociable from their main activity. A service should be considered to be merely an indissociable complement to the main activity as a result of the links between the audiovisual offer and the main activity such as providing news in written form. As such, channels or any other audiovisual services under the editorial responsibility of a provider may constitute audiovisual media services in themselves, even if they are offered in the framework of a video-sharing platform which is characterised by the absence of editorial responsibility. In such cases, it will be up to the providers with editorial responsibility to abide by the provisions of this Directive	where those parts can be considered dissociable from their main activity. A service should be considered to be merely an indissociable complement to the main activity as a result of the links between the audiovisual offer and the main activity such as providing news in written form. As such, channels or any other audiovisual services under the editorial responsibility of a provider can constitute audiovisual media services in themselves, even if they are offered on a video-sharing platform which is characterised by the absence of editorial responsibility. In such cases, it will fall to the providers with editorial responsibility to comply with Directive 2010/13/EU.
	(3a) Editorial decisions are decisions taken on a day-to-day basis, in particular by programme directors and editors-inchief, in the context of an approved programme schedule. The place in which editorial decisions are taken is the normal place of work of the persons who take them.	<ul> <li>(3-a) The measures applicable to videosharing platforms are designed to deal only with stored content.</li> <li>Consequently, this Directive is without prejudice to the ability of Member States to impose obligations on providers of livestreaming services in conformity with Union law.</li> <li>(3a) Video-sharing platform services provide audiovisual content which is increasingly accessed by the general public and in particular by young people. This also applies to social media services that have become an important medium to share information, entertain and educate, including by providing access to programmes and user-generated videos. These social media services need to be included because they compete for the same audiences and</li> </ul>	(4) Video-sharing platform services provide audiovisual content which is increasingly accessed by the general public, in particular by young people. This is also true with regard to social media services, which have become an important medium to share information and to entertain and educate, including by providing access to programmes and user-generated videos. Those social media services need to be included in the scope of Directive 2010/13/EU because they compete for the same

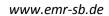


considerable impact in that they facilitate the possibility for users to shape and influence the opinions of other users. Therefore, in order to protect minors from harmful content and all citizens from incitement to hatred, violence and terrorism, it is reasonable to require that these services should be covered by this Directive. In the case of social media services, these services should be covered insofar as and to the extent that they meet the requirements defining a video-sharing platform service.	have a considerable impact in that they facilitate the possibility for users to shape and influence the opinions of other users. Therefore, in order to protect minors from harmful content and all citizens from incitement to hatred, violence and terrorism, those services should be covered by Directive 2010/13/EU to the extent that they meet the definition of a video-sharing platform service.
(3b) While the aim of this Directive is not to regulate social media services as such, social media services should be covered if the provision of programmes and user-generated videos constitute an essential functionality of that service. The provision of programmes and user-generated content could be considered to constitute an essential functionality of the social media service if the audiovisual content is not merely ancillary to or constitutes a minor part of the activities of that social media service. In order to ensure clarity, effectiveness and consistency of implementation, where necessary, the Commission should issue guidelines on the practical application of certain aspects of the definition of a 'video-sharing platform service', in particular with respect to the criterion of essential functionality. These guidelines should be adopted after consulting the Contact Committee. These guidelines should, inter alia, take into account the totality of the functionalities offered by the service or the average use by the recipients of the service, as well as whether the service has put in place shared revenue models for the distribution and placement of audiovisual commercial	(5) While the aim of Directive 2010/13/EU is not to regulate social media services as such, a social media service should be covered if the provision of programmes and user-generated videos constitutes an essential functionality of that service. The provision of programmes and user-generated videos could be considered to constitute an essential functionality of the social media service if the audiovisual content is not merely ancillary to, or does not constitute a minor part of, the activities of that social media service. In order to ensure clarity, effectiveness and consistency of implementation, the Commission should, where necessary, issue guidelines, after consulting the Contact Committee, on the practical application of the definition of a "video-sharing platform service"





	communications in and around the programmes and usergenerated videos. They should be drafted with due regard for the general public interest objectives as set out in Article 28a(1)	due regard for the general public interest objectives to be achieved by the measures to be taken by video-sharing
	(3c) Where a dissociable section of the service constitutes a video-sharing platform service for the purposes of this Directive, only that section should	platform providers and the right to freedom of expression.  (6) Where a dissociable section of a service constitutes a video-sharing platform service for the purposes of Directive 2010/13/EU, only that section should be
	be covered by the provisions applicable to video-sharing platforms in the Directive, and only as regards programmes and user-generated videos. Video clips embedded in editorial content of electronic versions	regards programmes and user-generated videos. Video clips embedded in the editorial content of electronic versions of newspapers and magazines and animated images such as GIFs should not
	of newspapers and magazines and animated images such as GIFS should not be covered by this Directive. The definition of a video-sharing platform service should not cover non-economic activities, such as audiovisual content	be covered by Directive 2010/13/EU. The definition of a video-sharing platform service should not cover non-economic activities, such as the provision of audiovisual content on private websites and non-commercial communities of
(4) In order to ensure the effective implementation of this Directive, it is crucial for Member States to keep upto-date records of the audiovisual  (4) In order to ensure the effective implementation of this Directive crucial for Member States to keep upto-date, transparent records of the audiovisual	up- crucial for Member States to keep up-	interest.  (7) In order to ensure the effective implementation of Directive 2010/13/EU, it is crucial that Member States establish and maintain up-to-
media service providers and video- sharing platform providers under their jurisdiction and regularly share those records with their competent independent regulatory authorities and the Commission. Those records should include information about the criteria on which jurisdiction is based.  audiovisual media service providers video-sharing platform providers their jurisdiction and regularly sh those records with their compete independent regulatory authorities and and/or bodies and the Commissi Those records should include information about the criteria or	rs and media service providers and video- under sharing platform providers under their jurisdiction and regularly share those records with their competent independent regulatory authorities and the Commission. Those records should include information about the criteria	date records of the media service providers and video-sharing platform providers under their jurisdiction and that they regularly share those records with their competent independent regulatory authorities or bodies and the Commission. Those records should include information about the criteria
jurisdiction is based.	(4a) Effective editorial responsibility is ensured through editorial decisions taken on a regular basis. In order to assess where editorial decisions are taken on a regular basis, account	on which jurisdiction is based.
	should be taken of the frequency of such decisions and their link to the day-to-day operation of the audiovisual media service.	





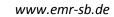
(5) Establishing jurisdiction requires an assessment of factual situations against the criteria laid down in Directive 2010/13/EU. The assessment of such factual situations might lead to conflicting results. In the application of the cooperation procedures provided for in Articles 3 and 4 of Directive 2010/13/EU, it is important that the Commission can base its findings on reliable facts. The European Regulators Group for Audiovisual Media Services (ERGA) should therefore be empowered to provide opinions on jurisdiction upon the Commission's request.	assessment of factual situations against the criteria laid down in Directive 2010/13/EU. The assessment of such factual situations might lead to conflicting results. In the application of Articles 2, 3 and 4 of Directive 2010/13/EU, it is important that the Commission can base its findings on reliable facts. The European Regulators Group for Audiovisual Media Services (ERGA), composed of independent regulatory authorities and/or bodies in the field of audiovisual media services, should therefore be empowered to provide non-binding opinions on jurisdiction upon the Commission's request. It is important that the ERGA and the contact committee keep each other informed and that they cooperate with regulatory authorities and/or bodies.	(5) Establishing jurisdiction requires an assessment of factual situations against the criteria laid down in Directive 2010/13/EU. The assessment of such factual situations might lead to conflicting results. In the application of the cooperation procedures provided for in Articles 3 and 4 of Directive 2010/13/EU, it is important that the Commission can base its findings on reliable facts. The European Regulators Group for Audiovisual Media Services (ERGA) should therefore be empowered to provide opinions on jurisdiction upon the Commission's request. Where the Commission in the application of Articles 3 and 4 of Directive 2010/13/EU decides to consult ERGA, it should provide the Contact Committee with information, including on a notification received from a Member State under these cooperation procedures, and on ERGA's opinion.	assessment of factual situations against the criteria laid down in Directive 2010/13/EU. The assessment of such factual situations might lead to conflicting results. In applying the cooperation procedures provided for in that Directive, it is important that the Commission can base its findings on reliable facts. The European Regulators Group for Audiovisual Media Services (ERGA) should therefore be empowered to provide opinions on jurisdiction upon the Commission's request. Where the Commission, in applying those cooperation procedures, decides to consult ERGA, it should inform the Contact Committee, including about notifications received from Member States under those cooperation procedures and about ERGA's opinion.
(6) The procedures and conditions for restricting freedom to provide and receive services should be the same for linear and non-linear services.	(6) The procedures and conditions for restricting freedom to provide and receive services should be the same for linear and non-linear services.	(6) The procedures and conditions for restricting freedom to provide and receive services should be the same for linear and non-linear services.	(9) The procedures and conditions for restricting freedom to provide and receive audiovisual media services should be the same for both linear and
			non-linear services.
		(6a) In accordance with existing case law by the Court of Justice, the freedom to	(10) In accordance with the case-law of the Court of Justice of the European Union
		provide services guaranteed under the	(the "Court"), it is possible to restrict
		Treaties may be restricted for	the freedom to provide services
		overriding reasons in the public	guaranteed under the Treaty for
		interest, such as to obtain a high level	overriding reasons in the general public
		of consumer protection, provided that	interest, such as obtaining a high level
		such restrictions are justified,	of consumer protection, provided that
		proportionate and necessary.  Therefore, a Member State may take	such restrictions are justified, proportionate and necessary.
		certain measures to ensure respect for	Therefore, a Member State should be
		its consumer protection rules which do	able to take certain measures to ensure
		not fall in the coordinated area of this	respect for its consumer protection
		Directive. Measures taken by a Member	·
		State to enforce its national consumer	coordinated by Directive 2010/13/EU.
		protection regime, including in relation	Measures taken by a Member State to
			1
		to gambling advertising, would need to be justified, proportionate to the	enforce its national consumer protection regime, including in relation



		objective sought to attain, and necessary as required under EU case law. In any event, a receiving Member State must not take any measures which would prevent the retransmission, in its territory, of television broadcasts coming from another Member State.  (6b) A Member State, when notifying to the Commission that a media service provider has established itself in the Member State having jurisdiction in order to circumvent the stricter rules in the fields coordinated by this Directive,	to gambling advertising, would need to be justified, proportionate to the objective pursued, and necessary as required under the Court's case-law. In any event, a receiving Member State must not take any measures which would prevent the re-transmission, in its territory, of television broadcasts coming from another Member State.  (11) A Member State, when notifying the Commission that a media service provider has established itself in the Member State having jurisdiction in order to circumvent the stricter rules in the fields coordinated by Directive
		which would be applicable to it if it were established in the first Member State, should adduce credible and duly substantiated evidence to that effect. While such evidence does not have to establish a media service provider's intention to circumvent those stricter rules, the Member State concerned should detail a set of corroborating facts allowing for such circumvention to be reasonably established.	2010/13/EU, which would be applicable to that provider if it were established in the notifying Member State, should adduce credible and duly substantiated evidence to that effect Such evidence should detail a set of corroborating facts allowing for such circumvention to be reasonably established.
(7) In its Communication to the European Parliament and to the Council on Better Regulation for Better Results – an EU Agenda <sup>13</sup> , the Commission stressed that when considering policy solutions, it will consider both regulatory and well-designed non-regulatory means, modelled on the Community of practice and the Principles for Better Self- and Co-regulation <sup>14</sup> . A number of codes set up in the areas coordinated by the Directive have proved to be well designed, in line with the Principles for Better Self- and Co-regulation. The existence of a legislative backstop has been considered an important success factor in promoting compliance with a self- or co-regulatory code. It is equally	(7) In its Communication to the European Parliament and to the Council on Better Regulation for Better Results – an EU Agenda, the Commission stressed that when considering policy solutions, it will consider both regulatory and non-regulatory means, modelled on the Community of practice and the Principles for Better Self- and Coregulation. A number of codes set up in the areas coordinated by the Directive have proved to be well designed, in line with the Principles for Better Self- and Coregulation, which constitute a useful additional or complementary means for legislative action. The existence of a legislative backstop has been considered an important success factor	(7) In its Communication to the European Parliament and to the Council on Better Regulation for Better Results – an EU Agenda, the Commission stressed that when considering policy solutions, it will consider both regulatory and well-designed non-regulatory means, modelled on the Community of practice and the Principles for Better Self- and Co-regulation. A number of codes set up in the areas coordinated by the Directive have proved to be well designed, in line with the Principles for Better Self- and Co-regulation The existence of a legislative backstop has been considered an important success factor in promoting compliance with a self- or co-regulatory code. It is equally	Parliament and to the Council on Better Regulation for Better Results – an EU Agenda, the Commission stressed that, when considering policy solutions, it would consider both regulatory and non-regulatory means, modelled on the Community of practice and the Principles for Better Self- and Coregulation. A number of codes of conduct set up in the fields coordinated by Directive 2010/13/EU have proved to be well designed, in line with the Principles for Better Self- and Coregulation. The existence of a legislative backstop was considered an important success factor in promoting compliance with a self- or co-regulatory code. It is

<sup>&</sup>lt;sup>13</sup> COM(2015) 215 final.

For more information: The Community of Practice for better self- and co-regulation, <a href="https://ec.europa.eu/digital-single-market/communities/better-self-and-co-regulation">https://ec.europa.eu/digital-single-market/communities/better-self-and-co-regulation</a>.

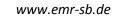




important that the codes establish specific targets and objectives allowing for the regular, transparent and independent monitoring and evaluation of the objectives aimed by the codes. Graduated sanctions which maintain an element of proportionality are usually considered to be an effective approach in enforcing a scheme. These principles should be followed by the self- and coregulatory codes adopted in the areas coordinated by this Directive.	in promoting compliance with a self- or co-regulatory code. It is equally important that the codes establish specific targets and objectives allowing for the regular, transparent and independent monitoring and evaluation of the objectives aimed by the codes.  These principles should be followed by the self- and co-regulatory codes adopted in the areas coordinated by this Directive.	important that the codes establish specific targets and objectives allowing for the regular, transparent and independent monitoring and evaluation of the objectives aimed by the codes. Graduated sanctions which maintain an element of proportionality are usually considered to be an effective approach in enforcing a scheme. These principles should be followed by the self- and coregulatory codes adopted in the areas coordinated by this Directive.	equally important that such codes establish specific targets and objectives allowing for the regular, transparent and independent monitoring and evaluation of the objectives aimed at by the codes of conduct. The codes of conduct should also provide for effective enforcement. These principles should be followed by the self- and co- regulatory codes adopted in the fields coordinated by Directive 2010/13/EU.
			and co-regulatory instruments, implemented in accordance with the different legal traditions of the Member States, can play an important role in delivering a high level of consumer protection. Measures aimed at achieving general public interest objectives in the emerging audiovisual media services sector are more effective if they are taken with the active support of the service providers themselves.
			(14) Self-regulation constitutes a type of voluntary initiative which enables economic operators, social partners, non-governmental organisations and associations to adopt common guidelines amongst themselves and for themselves. They are responsible for developing, monitoring and enforcing compliance with those guidelines.  Member States should, in accordance with their different legal traditions, recognise the role which effective self-regulation can play as a complement to the legislative, judicial and administrative mechanisms in place and its useful contribution to the achievement of the objectives of Directive 2010/13/EU. However, while self-regulation might be a complementary method of implementing certain provisions of Directive 2010/13/EU, it should not



			constitute a substitute for the obligations of the national legislator. Co-regulation provides, in its minimal form, a legal link between self-regulation and the national legislator in accordance with the legal traditions of the Member States. In co-regulation, the regulatory role is shared between stakeholders and the government or the national regulatory authorities or bodies. The role of the relevant public authorities includes recognition of the co-regulatory scheme, auditing of its
			possibility of state intervention in the event of its objectives not being met.  Without prejudice to the formal obligations of the Member States regarding transposition, Directive 2010/13/EU encourages the use of self-and co-regulation. This should neither oblige Member States to set up self- or co-regulation regimes, or both, nor disrupt or jeopardise current co-regulation initiatives which are already in place in Member States and which
(8) In order to ensure coherence and give certainty to businesses and Member States' authorities, the notion of "incitement to hatred" should, to the appropriate extent, be aligned to the definition in the Council Framework Decision 2008/913/JHA of 28  November 2008 on combating certain forms and expressions of racism and xenophobia by means of criminal law which defines hate speech as "publicly inciting to violence or hatred". This should include aligning the grounds on which incitement to violence or hatred is based.	(8) In order to ensure coherence and legal certainty for Union citizens, businesses and Member States' authorities, "incitement to hatred" should be aligned with the definition in the Council Framework Decision 2008/913/JHA of 28 November 2008 on combating certain forms and expressions of racism and xenophobia by means of criminal law which defines hate speech as "publicly inciting to violence or hatred". The grounds on which incitement to violence and hatred are based should be extended in accordance with the grounds contained in Article 21 of the Charter of Fundamental Rights of the European Union (the Charter).	(8) In order to ensure coherence and give certainty to businesses and Member States' authorities, the notion of "incitement to violence or hatred" should, to the appropriate extent, be aligned to the definition in the Council Framework Decision 2008/913/JHA of 28 November 2008 on combating certain forms and expressions of racism and xenophobia by means of criminal law	are functioning effectively.  (17) In order to ensure coherence and legal certainty for businesses and Member States' authorities, the notion of "incitement to violence or hatred" should, to the appropriate extent, be understood within the meaning of Council Framework Decision 2008/913/JHA
	(8a) In order to enable citizens to access	(8a) The terrorist threat has grown and	(18) Considering the evolution of the means





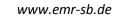
	information, exercise informed choices, evaluate media contexts, and use, critically assess and create audiovisual content responsibly, they need advanced media literacy skills. Such media literacy skills would allow them to understand the nature of content and services, taking advantage of the full range of opportunities offered by communications technologies, so that they can use media effectively and safely. Media literacy should not be limited to learning about tools and technologies but should aim to equip citizens with the critical thinking skills required to exercise judgement, analyse complex realities, recognise the difference between opinion and fact, and withstand all forms of hate speech. The development of media literacy for all citizens, irrespective of age, should be promoted.	evolved in recent years. Offences related to terrorist activities are of a very serious nature as they can lead to a terrorist act being committed.  Therefore, and in order to protect the population from such threats, there is a need to address public provocation to commit a terrorist offence in this Directive. This should be aligned, to the appropriate extent, with Article 5 of Directive on combating terrorism, in order to ensure coherence and give legal certainty to businesses and Member States' authorities.	by which content is disseminated via electronic communications networks, it is important to protect the general public from incitement to terrorism.  Directive 2010/13/EU should therefore ensure that audiovisual media services do not contain public provocation to commit a terrorist offence. In order to ensure coherence and legal certainty for businesses and Member States' authorities, the notion of "public provocation to commit a terrorist offence" should be understood within the meaning of Directive (EU) 2017/541 of the European Parliament and of the Council.
In order to empower viewers, including parents and minors, in making informed decisions about the content to be watched, it is necessary that audiovisual media service providers provide sufficient information about content that may impair minors' physical, mental or moral development. This could be done, for instance, through a system of content descriptors indicating the nature of the content. Content descriptors could be delivered through written, graphical or acoustic means.	·	(9) In order to empower viewers, including parents and minors, in making informed decisions about the content to be watched, it is necessary that audiovisual media service providers provide sufficient information about content that may impair minors' physical, mental or moral development. This could be done, for instance, through a system of content descriptors, an acoustic warning, a visual symbol or any other means, describing the nature of the content.	(19) In order to empower viewers, including parents and minors, to make informed decisions about the content to be watched, it is necessary that media service providers provide sufficient information about content that may impair minors' physical, mental or moral development. That could be done, for example, through a system of content descriptors, an acoustic warning, a visual symbol or any other means, describing the nature of the content.
		(9-a) The appropriate measures for the protection of minors applicable to television broadcasting services should also apply to on-demand audiovisual media services. This should increase the level of protection. The minimum harmonisation approach allows  Member States to develop a higher degree of protection for content which may impair the physical, mental or	(20) The appropriate measures for the protection of minors applicable to television broadcasting services should also apply to on-demand audiovisual media services. That should increase the level of protection. The minimum harmonisation approach allows  Member States to develop a higher degree of protection for content which may impair the physical, mental or



		,
	moral development of minors. The	moral development of minors. The
	most harmful content, which may	most harmful content, which may
	impair the physical, mental or moral	impair the physical, mental or moral
	development of minors, but is not	development of minors, but is not
	necessarily a criminal offence, should	necessarily a criminal offence, should
	be subject to the strictest measures	be subject to the strictest measures
	ensuring that such content is only	such as encryption and effective
	accessible to adults.	parental controls, without prejudice to
		the adoption of stricter measures by
		Member States.
(9a) Ensuring the accessibility of audiovisual	(9aa) When deciding about the means to	(22) Ensuring the accessibility of
content is an essential requirement in	achieve accessibility in audiovisual	audiovisual content is an essential
the context of the implementation of	media services under their jurisdiction,	requirement in the context of the
the United Nations (UN) Convention on	Member States can take into account	commitments taken under the United
the Rights of Persons with Disabilities.	criteria such as whether the provider	Nations Convention on the Rights of
The right of persons with an	has a low audience or low turnover. In	Persons with Disabilities. In the context
impairment and of the elderly to	order to measure the progress that	of Directive 2010/13/EU, the term
participate and be integrated in the	media service providers have made in	"persons with disabilities" should be
social and cultural life of the Union is	making their services progressively	interpreted in light of the nature of the
linked to the provision of accessible	accessible to people with visual or	services covered by that Directive, which
audiovisual media services. Therefore,	hearing disabilities, Member States	are audiovisual media services. The right
Member States should, without undue	should require from the providers	of persons with an impairment and of
delay, take appropriate and	established on their territory to report	the elderly to participate and be
proportionate measures to ensure that	to them on a regular basis.	integrated in the social and cultural life
media service providers under their	to them on a regular sasion	of the Union is linked to the provision of
jurisdiction actively seek to make		accessible audiovisual media services.
content accessible to persons with a		Therefore, Member States should,
visual or hearing impairment.		without undue delay, ensure that media
Accessibility requirements should be		service providers under their jurisdiction
met through a progressive and		actively seek to make content accessible
continuous process, while taking into		to persons with disabilities, in particular
account the practical and unavoidable		with a visual or hearing impairment.
constraints that could prevent full		Accessibility requirements should be met
accessibility, such as programmes or		through a progressive and continuous
events broadcast in real time. It should		process, while taking into account the
be possible to develop appropriate		practical and unavoidable constraints
accessibility measures through self-		that could prevent full accessibility, such
regulation and co-regulation. In order		as programmes or events broadcast in
to facilitate access to information and		real time. In order to measure the
to address complaints about		progress that media service providers
accessibility issues, Member States		have made in making their services
should establish a single point of		progressively accessible to people with
contact, which should be fully		visual or hearing disabilities, Member
accessible online.		States should require media service
decession offinie.		providers established on their territory
		to report to them on a regular basis.
		(21) Regulation (EU) 2016/679 of the
		() Tregulation (LO) 2010/0/3 OF THE

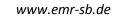


		European Parliament and the Council
		recognises that children merit specific
		protection with regard to the
		processing of their personal data. The
		establishment of child protection
		mechanisms by media service providers
		inevitably leads to the processing of the
		personal data of minors. Given that
		such mechanisms aim at protecting
		children, personal data of minors
		processed in the framework of
		technical child protection measures
		should not be used for commercial
		purposes.
	(9a) Emergency information should	(24) In some cases, it might not be possible
	continue to be made public through	to provide emergency information in a
	audiovisual media services even if there	manner that is accessible to persons
	are circumstances where it is not	with disabilities. However, such
	possible to provide such information in	exceptional cases should not prevent
	a manner that is accessible to people	emergency information from being
	with a visual or hearing disability.	made public through audiovisual media
	a risaar or risaarii,	services.
		(27) With the exception of sponsorship and
		product placement, audiovisual
		commercial communications for
		alcoholic beverages in on-demand
		audiovisual media services should
		comply with the criteria applicable to
		television advertising and teleshopping
		for alcoholic beverages laid down in
		Directive 2010/13/EU. The more
		detailed criteria applicable to television
		advertising and teleshopping for
		alcoholic beverages are limited to spot
		advertising, which is by its nature
		separated from the programme, and
		therefore excludes other commercial
		communications which are linked to
		the programme or are an integral part
		of the programme, such as sponsorship
		and product placement. Consequently,
		those criteria should not apply to
		sponsorship and product placement in
		on-demand audiovisual media services.
(10) Certain widely recognised nutritional (10) Member States should be	(10) Certain widely recognised nutritional	(28) Certain widely recognised nutritional
guidelines exist at national and encouraged to ensure that self-	guidelines exist at national and	guidelines exist at national and
international level, such as the WHO regulation and co-regulation, including	international level, such as the WHO	international level, such as the World



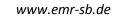


Regional Office for Europe's nutrient	codes of conduct, effectively contribute	Regional Office for Europe's nutrient	Health Organisation Regional Office for
profile model, in order to differentiate	to the objective of the reduction of the	profile model, in order to differentiate	
·	_		Europe's nutrient profile model, in
foods on the basis of their nutritional	exposure of children to audiovisual	foods on the basis of their nutritional	order to differentiate foods on the basis
composition in the context of foods	commercial communications regarding	composition in the context of foods	of their nutritional composition in the
television advertising to children.	foods and beverages that are high in	television advertising to children.	context of television advertising of
Member States should be encouraged	salt, sugars or fat, or that otherwise do	Member States should be encouraged	foods to children. Member States
to ensure that self-and co-regulatory	not fit national or international	to ensure that self-and co-regulatory	should be encouraged to ensure that
codes of conduct are used to effectively	nutritional guidelines. Self-regulation	codes of conduct are used to effectively	self- and co-regulation, including
reduce the exposure of children and	and co-regulation should contribute to	reduce the exposure of children and	through codes of conduct, is used to
minors to audiovisual commercial	this objective and should be monitored	minors to audiovisual commercial	effectively reduce the exposure of
communications regarding foods and	closely.	communications regarding foods and	children to audiovisual commercial
beverages that are high in salt, sugars	3.555.1/1	beverages that are high in salt, sugars	communications regarding foods and
or fat or that otherwise do not fit these		or fat or that otherwise do not fit these	beverages that are high in salt, sugars,
national or international nutritional		national or international nutritional	fat, saturated fats or trans-fatty acids or
guidelines.		guidelines	that otherwise do not fit those national
	(12.)		or international nutritional guidelines.
	(10a) In addition, Member States should		(30) It is important that minors are
	ensure that self-regulatory and co-		effectively protected from exposure to
	regulatory codes of conduct aim at		audiovisual commercial communications
	effectively reducing the exposure of		relating to the promotion of gambling. In
	children and minors to audiovisual		this context, several self- or co-
	commercial communications relating to		regulatory systems exist at Union and
	the promotion of gambling. Several co-		national level for the promotion of
	regulatory or self-regulatory systems		responsible gambling, including in
	exist at Union and national level for the		audiovisual commercial communications.
	promotion of responsible gambling,		
	including in audiovisual commercial		
	communications. Those systems should		
	be further encouraged, in particular		
	those systems aiming at ensuring that		
	responsible gambling messages		
	accompany audiovisual commercial		
(44) 6: :!   144	communications for gambling.	(44) 6: 11   14   15   17   17   17   17   17   17   17	(20) 6: 11 1 14 1 6: 1
(11) Similarly, Member States should be	(11) Similarly, Member States should be	(11) Similarly, Member States should be	(29) Similarly, Member States should be
encouraged to ensure that self-and co-	encouraged to ensure that self-and co-	encouraged to ensure that self-and co-	encouraged to ensure that self- and co-
regulatory codes of conduct are used to	regulatory codes of conduct are used to	regulatory codes of conduct are used to	regulatory codes of conduct are used to
effectively limit the exposure of	effectively limit the exposure of	effectively limit the exposure of	effectively reduce the exposure of
children and minors to audiovisual	children and minors to audiovisual	children and minors to audiovisual	children and minors to audiovisual
commercial communications for	commercial communications for	commercial communications for	commercial communications for
alcoholic beverages. Certain co-	alcoholic beverages. Certain co-	alcoholic beverages. Certain co-	alcoholic beverages. Certain self- or co-
regulatory or self-regulatory systems	regulatory or self-regulatory systems	regulatory or self-regulatory systems	regulatory systems exist at Union and
exist at Union and national level in	exist at Union and national level in	exist at Union and national level in	national level in order to market
order to market responsibly alcoholic	order to market responsibly alcoholic	order to market responsibly alcoholic	alcoholic beverages responsibly,
beverages, including in audiovisual	beverages, including in audiovisual	beverages, including in audiovisual	including in audiovisual commercial
commercial communications. Those	commercial communications. Those	commercial communications. Those	communications. Those systems should
systems should be further encouraged,	systems should be further encouraged,	systems should be further encouraged,	be further encouraged, in particular
in particular those aiming at ensuring	in particular those aiming at ensuring	in particular those aiming at ensuring	those aiming at ensuring that
in particular those anning at ensuring	In particular those allining at chouning	in particular those anning at chouning	those anning at chisaling that





that responsible drinking messages	that responsible drinking messages	that responsible drinking messages	rosponsible drinking massages
that responsible drinking messages	that responsible drinking messages	that responsible drinking messages	responsible drinking messages
accompany audiovisual commercial	accompany audiovisual commercial	accompany audiovisual commercial	accompany audiovisual commercial
communications for alcoholic	communications for alcoholic	communications for alcoholic	communications for alcoholic
beverages.	beverages.	beverages.	beverages.
(12) In order to remove barriers to the free	(12) In order to remove barriers to the free	(12) In order to remove barriers to the free	(31) In order to remove barriers to the free
circulation of cross-border services			
within the Union, it is necessary to			
ensure the effectiveness of self- and co-			
regulatory measures aiming, in			
particular, at protecting consumers or			
			-
public health. When well enforced and	public health	public health. When well enforced and	public health
monitored, codes of conduct at Union		monitored, codes of conduct at Union	
level might be a good means of		level might be a good means of	
ensuring a more coherent and effective		ensuring a more coherent and effective	
approach.		approach.	
(13) The market for TV broadcasting has	(13) The market for audiovisual media	(13) The market for TV broadcasting has	(32) The market for television broadcasting
evolved and that there is a need for	services has evolved and there is a need	evolved and that there is a need for	has evolved and there is, therefore, a
more flexibility with regard to	for greater clarity and more flexibility in	more flexibility with regard to	need for more flexibility with regard to
audiovisual commercial	order to ensure a more genuine level	audiovisual commercial	audiovisual commercial
communications, in particular for	playing field for audiovisual commercial	communications, in particular for	communications, in particular for
quantitative rules for linear audiovisual	communications, sponsorship and	quantitative rules for linear audiovisual	quantitative rules for linear audiovisual
media services, product placement and	product placement. The emergence of	·	•
	1	media services, product placement and	media services and product placement
sponsorship. The emergence of new	new services, including without	sponsorship. The emergence of new	The emergence of new services,
services, including without advertising,	advertising, has led to a greater choice	services, including without advertising,	including those without advertising, has
has led to a greater choice for viewers,	for viewers, who can easily switch to	has led to a greater choice for viewers,	led to a greater choice for viewers, who
who can easily switch to alternative	alternative offers.	who can easily switch to alternative	can easily switch to alternative offers.
offers.		offers.	
	(13a) In order to ensure the effectiveness		
	of this Directive, in particular as regards		
	the editorial responsibility of media		
	service providers, the integrity of		
	programmes and services should be		
	safeguarded. Changes in the display of		
	programmes and services that have		
	been initiated by the recipient of a		
	service should be permitted.		
	(13b) Independent audience measurement		
	for audiovisual media services,		
	including audiovisual commercial		
	communications, is needed to ensure		
	the provision of adequate and		
	transparent information to audiovisual		
	media service providers and regulatory		
	authorities and/or bodies.		
(14) Sponsorship represents an important	(14) Sponsorship represents an important	(14) Sponsorship represents an important	
means of financing audiovisual media	means of financing audiovisual	means of financing audiovisual media	
_		_	
services or programmes while	content.	services or programmes while	

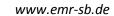




		T	
promoting a legal or physical person's		promoting a legal or physical person's	
name, trade mark, image, activities or		name, trade mark, image, activities or	
products. As such, for sponsorship to		products.	
constitute a valuable form of			
advertising technique for advertisers			
and audiovisual media service			
providers, sponsorship announcements			
can contain promotional references to			
the goods or services of the sponsor,			
while not directly encouraging the			
purchase of the goods and services.			
Sponsorship announcements should	Sponsorship announcements should	Sponsorship announcements should	
continue to clearly inform the viewers	continue to clearly inform the viewers	continue to clearly inform the viewers	
of the existence of a sponsorship	of the existence of a sponsorship	of the existence of a sponsorship	
agreement. The content of sponsored	agreement. Sponsored content should	agreement. The content of sponsored	
programmes should not be influenced	not be influenced in such a way as to	programmes should not be influenced	
in such a way as to affect the	affect the service provider's editorial	in such a way as to affect the	
audiovisual media service provider's	independence.	audiovisual media service provider's	
editorial independence.	macpenaence.	editorial independence.	
'	(1E) The liberalisation of and dust also constant	•	(22) The liberalization of are dust also are set
(15) The liberalisation of product placement	(15) The liberalisation of product placement	(15) The liberalisation of product placement	(33) The liberalisation of product placement
has not brought about the expected	has not brought about the expected	has not brought about the expected	has not brought about the expected
take-up of this form of audiovisual	take-up of this form of audiovisual	take-up of this form of audiovisual	take-up of this form of audiovisual
commercial communication. In	commercial communication. In	commercial communication. In	commercial communication. In
particular, the general prohibition of	particular, the general prohibition of	particular, the general prohibition of	particular, the general prohibition of
product placement with some	product placement with some	product placement with some	product placement, albeit with some
exceptions has not created legal	exceptions has not created legal	exceptions has not created legal	exceptions, has not created legal
certainty for audiovisual media service	certainty for audiovisual media service	certainty for audiovisual media service	certainty for media service providers.
providers. Product placement should	providers. Product placement should	providers. Product placement should	Product placement should thus be
thus be allowed in all audiovisual media	thus be allowed in all audiovisual media	thus be allowed in all audiovisual media	allowed in all audiovisual media
services, subject to exceptions.	services and video-sharing platform	services , subject to exceptions .	services and video-sharing platform
Services, subject to exceptions.	services, subject to exceptions, as it can	Jet 11323, Judgest to exceptions	services and video sharing platform
	create additional income for		services, subject to exceptions.
	audiovisual media service providers.		(26)
	(15a) In order to protect the editorial		(26) In order to protect the editorial
	responsibility of the media service		responsibility of media service providers
	providers and the audiovisual value		and the audiovisual value chain, it is
	chain, it is essential that the integrity of		essential to be able to guarantee the
	the programmes and services supplied		integrity of programmes and audiovisual
	by media service providers be		media services supplied by media service
	guaranteed. Programmes and services		providers. Programmes and audiovisual
	should be transmitted without being		media services should not be
	shortened, altered or interrupted.		transmitted in a shortened form, altered
	Programmes and services should not be		or interrupted, or overlaid for
	modified without the consent of the		commercial purposes, without the
	media service provider.		explicit consent of the media service
			provider. Member States should ensure
			that overlays solely initiated or

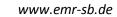


			authorised by the recipient of the service for private use, such as overlays resulting from services for individual
			communications, do not require the consent of the media service provider.
			Control elements of any user interface necessary for the operation of the device
			or programme navigation, such as volume bars, search functions,
			navigation menus or lists of channels,
			should not be covered. Legitimate overlays, such as warning information,
			general public interest information,
			subtitles or commercial communications overlays provided by the media service
			provider, should also not be covered. Without prejudice to Article 3(3) of
			Regulation (EU) 2015/2120 of the
			European Parliament and of the Council1 , data compression techniques which
			reduce the size of a data file and other techniques to adapt a service to the
			distribution means, such as resolution
			and coding, without any modification of the content, should not be covered
(16) Product placement should not be	(16) Product placement should not be	(16) Product placement should not be	either.  (34) Product placement should not be
admissible in news and current affairs	admissible in news and current affairs	allowed in news and current affairs	allowed in news and current affairs
programmes, consumer affairs	programmes, consumer affairs	programmes, consumer affairs	programmes, consumer affairs
programmes, religious programmes and programmes with a significant	programmes, religious programmes and children's programmes and content	programmes, religious programmes and children's programmes In	programmes, religious programmes and children's programmes. In particular,
children's audience. In particular,	aimed primarily at children. In	particular, evidence shows that product	evidence has shown that product
evidence shows that product	particular, evidence shows that product	placement and embedded	placement and embedded
placement and embedded	placement and embedded	advertisements can affect children's	advertisements can affect children's
advertisements can affect children's	advertisements can affect children's	behaviour as children are often not able	behaviour as children are often not able
behaviour as children are often not able to recognise the commercial content.	behaviour as children are often not able to recognise the commercial content.	to recognise the commercial content.  There is thus a need to continue to	to recognise the commercial content.  There is thus a need to continue to
There is thus a need to continue to	There is thus a need to continue to	prohibit product placement in	prohibit product placement in
prohibit product placement in	prohibit product placement in	children's programmes Consumer	children's programmes. Consumer
programmes with a significant	children's programmes and content	affairs programmes are programmes	affairs programmes are programmes
children's audience. Consumer affairs	aimed primarily at children. Consumer	offering advice to viewers, or including	offering advice to viewers or including
programmes are programmes offering	affairs programmes are programmes	reviews on the purchase of products	reviews on the purchase of products
advice to viewers, or including reviews on the purchase of products and	offering advice to viewers, or including reviews on the purchase of products	and services. Allowing product placement in such programmes would	and services. Allowing product placement in such programmes would
services. Allowing product placement in	and services. Allowing product	blur the distinction between advertising	blur the distinction between advertising
such programmes would blur the	placement in such programmes would	and editorial content for viewers who	and editorial content for viewers who
distinction between advertising and	blur the distinction between advertising	may expect a genuine and honest	may expect a genuine and honest





editorial content for viewers who may	and editorial content for viewers who	review of products or services in such	review of products or services in such
expect a genuine and honest review of	may expect a genuine and honest	programmes.	programmes.
products or services in such	review of products or services in such	1. 10 1	F - 0
programmes.	programmes.		
(17) The rule that a product should not be	F 3	(17) The rule that a product should not be	
given undue prominence has proved		given undue prominence has proved	
difficult to apply in practice. It also		difficult to apply in practice. It also	
restricts the take-up of product		restricts the take-up of product	
placement which, by definition,		placement which, by definition,	
involves some level of prominent		involves some level of prominent	
exposure to be able to generate value.		exposure to be able to generate value.	
The requirements for programmes		The requirements for programmes	
containing product placement should		containing product placement should	
thus focus on clearly informing the		thus focus on clearly informing the	
viewers of the existence of product		viewers of the existence of product	
placement and on ensuring that the		placement and on ensuring that the	
audiovisual media service provider's		audiovisual media service provider's	
editorial independence is not affected.		editorial independence is not affected.	
(18) As the increase in the number of new	(18) As the increase in the number of new	(18) As the increase in the number of new	
services has led to a greater choice for	services has led to a greater choice for	services has led to a greater choice for	
viewers, broadcasters are given greater	viewers, broadcasters are given greater	viewers, broadcasters are given greater	
flexibility with regard to the insertion of	flexibility with regard to the insertion of	flexibility with regard to the insertion of	
advertising and teleshopping spots	advertising and teleshopping spots	advertising and teleshopping spots	
where this does not unduly impair the	where this does not unduly impair the	where this does not unduly impair the	
integrity of programme. Yet, in order to	integrity of programme. Yet, in order to	integrity of programme. Yet, in order to	
safeguard the specific character of the	safeguard the specific character of the	safeguard the specific character of the	
European television landscape,	European television landscape,	European television landscape,	
interruptions for cinematographic	interruptions for cinematographic	interruptions for cinematographic	
works and films made for television as	works and films made for television as	works and films made for television as	
well as for some categories of	well as for some categories of	well as for some categories of	
programmes that still need specific	programmes that still need specific	programmes that still need specific	
protection should remain limited.	protection should remain limited.	protection should remain limited.	
(19) While this Directive does not increase	(19) It is important for broadcasters to	·	(41) It is important that broadcasters
the overall amount of admissible	have more flexibility and to be able to	more flexibility and to be able to decide	have more flexibility and are able to
advertising time during the period from	decide when to place advertising in	when to place advertising in order to	decide when to place advertising in
7:00 to 23:00, it is important for	order to maximise advertising in	maximise advertising in order to	order to maximise advertising in
broadcasters to have more flexibility	and viewers' flow. The hourly limit	viewers' flow. Thus, for the period from	and viewers' flow. It is also necessary,
and to be able to decide when to place	should thus be abolished while a daily	06:00 to 18:00, the limit of 20% of	however, to maintain a sufficient level of
advertising in order to maximise	limit of 20% of advertising should	advertising should be calculated on the	consumer protection in that regard
advertising in order to maximise advertisers' demand and viewers' flow.	be introduced. It is also necessary,	basis of that period. In the same way,	because such flexibility could expose
The hourly limit should thus be	however, to maintain a sufficient level	for the period from 18:00 to 00:00, the	viewers to an excessive amount of
abolished while a daily limit of 20% of	of consumer protection in that regard	limit of 20 % of advertising should be	advertising during prime time. Specific
advertising within the period from 7:00	because such flexibility could expose	calculated on the basis of that period.	limits should therefore apply within the
to 23:00 should be introduced.	viewers to an excessive amount of	calculated of the busis of that period.	period from 6.00 to 18.00 and from
25 25 3 3 3 3 4 1 1 1 5 3 deced.	advertising during prime time. Specific		18.00 to 24.00.
	limits should therefore apply within		
	prime time windows.		
	printe time trinte tri		





(20) Many broadcasters are part of larger media groups and make announcements not only in connection with their own programmes and ancillary products directly derived from those programmes but also in relation with programmes from other entities belonging to the same media group. Transmission time allotted to announcements made by the broadcaster in connection with programmes from other entities belonging to the same media group should not be included in the maximum amount of daily transmission time that may be allotted to advertising and teleshopping.	media groups and make announcements not only in connection with their own programmes and ancillary products directly derived from those programmes but also in relation with programmes from other entities belonging to the same media group. Transmission time allotted to announcements made by the broadcaster in connection with programmes from other entities belonging to the same media group should not be included in the maximum amount of daily transmission time that may be allotted to advertising	with their own programmes and ancillary products directly derived from those programmes, but also in relation to programmes and audiovisual media
(21) Providers of on-demand audiovisual media services should promote the production and distribution of European works by ensuring that their  (21) Providers of on-demand audiovisual media services should promote the production and distribution of European works by ensuring that their	media services should promote the production and distribution of	services from other entities belonging to the same broadcasting group.  Transmission time allotted to such announcements should also not be included in the maximum amounts of transmission time that may be allotted to television advertising and teleshopping.  (35) Providers of on-demand audiovisual media services should promote the production and distribution of European works by ensuring that their





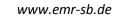
catalogues contain a minimum share of European works and that those are given enough prominence.

catalogues contain a minimum share of European works and that those are given enough prominence. This should allow users of on-demand audiovisual media services to easily discover and find European works, while promoting cultural diversity. To that end, rights holders should be able to label their audiovisual content that qualifies as a European work as such in their metadata and make it available to media service providers.

catalogues contain a minimum share of European works and that those are given enough prominence. Prominence is about promoting European works through facilitating access to such works. Prominence can be ensured through various means such as a dedicated section for European works that is accessible from the service homepage, possibility to search for European works in the search tool available as part of the service, the use of European works in campaigns of the service or a minimum percentage of European works promoted from the catalogue e.g. by using banners or similar tools.

catalogues contain a minimum share of European works and that they are given sufficient prominence. The labelling in metadata of audiovisual content that qualifies as a European work should be encouraged so that such metadata are available to media service providers. Prominence involves promoting European works through facilitating access to such works. Prominence can be ensured through various means such as a dedicated section for European works that is accessible from the service homepage, the possibility to search for European works in the search tool available as part of that service, the use of European works in campaigns of that service or a minimum percentage of European works promoted from that service's catalogue, for example by using banners or similar tools.

- (22) In order to ensure adequate levels of investment on European works, Member States should be able to impose financial obligations to ondemand service providers established on their territory. Those obligations can take the form of direct contributions to the production of and acquisition of rights in European works. The Member States could also impose levies payable to a fund, on the basis of the revenues made with on-demand services that are provided in and targeted towards their territory. This Directive clarifies that, given the direct link between financial obligations and Member States' different cultural policies, Member States are also allowed to impose such financial obligations on providers of ondemand services established in another Member State which are targeted towards its territory. In this case financial obligations should only be charged on the revenues generated through the audience in that Member
- (22) In order to ensure adequate levels of investment on European works, Member States should be able to impose financial obligations to ondemand service providers established under their jurisdiction. Those obligations can take the form of direct contributions to the production of and acquisition of rights in European works. The Member States could also impose levies payable to a fund, on the basis of the revenues made with on-demand services that are provided in and targeted towards their territory. This Directive clarifies that, given the direct link between financial obligations and Member States' different cultural policies, Member States are also allowed to impose such financial obligations on providers of on-demand services established in another Member State which are targeted towards its territory. In this case financial obligations should only be charged on the revenues made with on-demand
- (22) In order to ensure adequate levels of investment on European works, Member States should be able to impose financial obligations to ondemand service providers established on their territory. Those obligations can take the form of direct contributions to the production of and acquisition of rights in European works. The Member States could also impose levies payable to a fund, on the basis of the revenues made with on-demand services that are provided in and targeted towards their territory. This Directive clarifies that, given the direct link between financial obligations and Member States' different cultural policies, Member States are also allowed to impose such financial obligations on providers of ondemand services established in another Member State which are targeted towards its territory. In this case financial obligations should only be charged on the revenues \_\_\_\_ generated through the audience in that Member
- (36) In order to ensure adequate levels of investment in European works, Member States should be able to impose financial obligations on media service providers established on their territory. Those obligations can take the form of direct contributions to the production of and acquisition of rights in European works. The Member States could also impose levies payable to a fund, on the basis of the revenues generated by audiovisual media services that are provided in and targeted towards their territory. This Directive clarifies that, given the direct link between financial obligations and Member States' different cultural policies, a Member State is also allowed to impose such financial obligations on media service providers established in another Member State that target its territory. In that case, financial obligations should only be charged on the revenues generated through the audience in the targeted Member



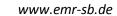


State.	services and generated through the	State	State. Media service providers that are
State.	audience in that Member State. If the	Jiaic	required to contribute to film funding
	Member State where the provider is		schemes in a targeted Member State
	•		should be able to benefit in a non-
	established imposes a financial		
	contribution, it should take into		discriminatory way, even in the
	account any financial contributions		absence of an establishment in that
	imposed by the targeted state.		Member State, from the aid available
			under respective film funding schemes
			to media service providers.
			(37) Broadcasters currently invest more in
			European audiovisual works than
			providers of on-demand audiovisual
			media services. Therefore, if a targeted
			Member State chooses to impose a
			financial obligation on a broadcaster
			that is under the jurisdiction of another
			Member State, the direct contributions
			to the production and acquisition of
			rights in European works, in particular
			co-productions, made by that
			broadcaster, should be taken into
			account, with due consideration for the
			principle of proportionality. This is
			without prejudice to the Member
			States' competence to establish, in
			accordance with their cultural policy
			and subject to compatibility with State
			aid rules, the level of financial
			contributions payable by media service
			providers under their jurisdiction
(23) When assessing on a case-by-case basis	(23) When assessing on a case-by-case basis	(23) When assessing on a case-by-case basis	(38) A Member State, when assessing, on a
whether an on-demand audiovisual	whether an on-demand audiovisual	whether an on-demand audiovisual	case-by-case basis, whether an on-
media service established in another	media service established in another	media service established in another	demand audiovisual media service
Member State is targeting audiences in	Member State is targeting audiences in	Member State is targeting audiences in	established in another Member State is
its territory, a Member State shall refer	its territory, a Member State shall refer	its territory, a Member State shall refer	targeting audiences in its territory,
to indicators such as advertisement or	to indicators such as advertisement or	to indicators such as advertisement or	should refer to indicators such as
other promotions specifically aiming at	other promotions specifically aiming at	other promotions specifically aiming at	advertisement or other promotions
customers in its territory, the main	customers in its territory, the main	customers in its territory, the main	specifically aiming at customers in its
language of the service or the existence	language of the service or the existence	language of the service or the existence	territory, the main language of the
of content or commercial	of content or commercial	of content or commercial	service or the existence of content or
communications aiming specifically at	communications aiming specifically at	communications aiming specifically at	commercial communications aiming
the audience in the Member State of	the audience in the Member State of	the audience in the Member State of	specifically at the audience in the
reception.	reception.	reception.	Member State of reception.
(24) When Member States impose financial	(24) When Member States impose financial	(24) When Member States impose financial	(39) Where a Member State imposes
contributions to providers of on-	contributions to providers of on-	contributions to media service	financial contributions on media service
demand services such contributions	demand services such contributions	providers, such contributions should	providers, such contributions should
shall seek an adequate promotion of		seek an adequate promotion of	strive for an adequate promotion of
Sitali Seek all adequate promotion of	shall seek an adequate promotion of	seek an adequate promotion of	Strive for an adequate promotion of



European works while avoiding risks of	European works while avoiding risks of	European works while avoiding risks of	European works while avoiding the risk
double imposition for service providers.	double imposition for service providers.	double imposition for media service	of double imposition for media service
With this view, if the Member State	With this view, if the Member State	providers. With this view, if the	providers. In this way, if the Member
where the provider is established	where the provider is established	Member State where the media service	State where the media service provider
imposes a financial contribution, it shall	imposes a financial contribution, it shall	provider is established imposes a	is established imposes such a financial
take into account any financial	take into account any financial	financial contribution, it should take	contribution, it should take into
contributions imposed by targeted	contributions imposed by targeted	into account any financial contributions	account any financial contributions
Member States.	Member States.	imposed by targeted Member States.	imposed by targeted Member States.
(25) In order to ensure that obligations on	(25) In order to ensure that obligations on	(25) In order to ensure that obligations on	(40) In order to ensure that obligations
promotion of European works do not	promotion of European works do not	promotion of European works do not	relating to the promotion of European
undermine market development and to	undermine market development and to	undermine market development and to	works do not undermine market
allow for the entry of new players in	allow for the entry of new players in	allow for the entry of new players in	development and in order to allow for
the market, companies with no	the market, companies with no	the market, companies with no	the entry of new players in the market,
significant presence on the market	significant presence on the market	significant presence on the market	providers with no significant presence
should not be subject to such	should not be subject to such	should not be subject to such	on the market should not be subject to
requirements. This is in particular the	requirements. This is in particular the	requirements. This is in particular the	such requirements. This is particularly
case for companies with a low turnover	case for companies with a low turnover	case for companies with a low turnover	the case for providers with a low
and low audiences and small and micro	and low audiences and small and micro	and low audience Low audience	turnover or low audience. A low
enterprises as defined in Commission	enterprises as defined in Commission	can be determined for instance on the	audience can be determined, for
Recommendation 2003/361/EC <sup>15</sup> . It	Recommendation 2003/361/EC. It	basis of a viewing time or sales,	example, on the basis of a viewing time
could also be inappropriate to impose	could also be inappropriate to impose	depending on the nature of the service,	or sales, depending on the nature of
such requirements in cases where –	such requirements in cases where –	while the determination of low	the service, while the determination of
given the nature or theme of the on-	given the nature or theme of the on-	turnover should take into account the	low turnover should take into account
demand audiovisual media services–	demand audiovisual media services-	different sizes of audiovisual markets in	the different sizes of audiovisual
they would be impracticable or	they would be impracticable or	Member States. It could also be	markets in Member States. It might also
unjustified.	unjustified.	inappropriate to impose such	be inappropriate to impose such
	-	requirements in cases where - given the	requirements in cases where, given the
		nature or theme of the on-demand	nature or theme of the audiovisual
		audiovisual media services - they would	media services, they would be
		be impracticable or unjustified.	impracticable or unjustified.
(26) There are new challenges, in particular	(26) There are new challenges, in particular	(26) There are new challenges, in particular	(45) There are new challenges, in particular
in connection with video-sharing	in connection with video-sharing	in connection with video-sharing	in connection with video-sharing
platforms, on which users - particularly	platforms, on which users - particularly	platforms, on which users - particularly	platforms, on which users, particularly
minors - increasingly consume	minors - increasingly consume	minors - increasingly consume	minors, increasingly consume
audiovisual content. In this context,	audiovisual content Illegal,	audiovisual content. In this context,	audiovisual content. In this context,
harmful content and hate speech	harmful, racist and xenophobic content	harmful content and hate speech	harmful content and hate speech
stored on video-sharing platforms have	and hate speech hosted on video-	stored on video-sharing platforms have	provided on video-sharing platform
increasingly given rise to concern. It is	sharing platforms have increasingly	increasingly given rise to concern It	services have increasingly given rise to
necessary, in order to protect minors	given rise to concern. In addition, the	is necessary, in order to protect minors	concern In order to protect minors
from harmful content and all citizens	decision to remove such content, being	from harmful content and all citizens	and the general public from such
from content containing incitement to	often dependent on a subjective	from content containing incitement to	content, it is necessary to set out
violence or hatred, to set out	interpretation, can undermine the	violence or hatred, to set out	proportionate rules on those matters.
proportionate rules on those matters.	freedom of expression and information.	proportionate rules on those matters.	
	In this context, it is necessary, in order		
	to protect minors from harmful content		

Commission Recommendation 2003/361/EC of 6 May 2003 concerning the definition of micro, small and medium-sized enterprises (OJ L 124, 20.5.2003, p. 36).





T		T	
	and all citizens from content containing		
	incitement to violence or hatred hosted		
	on video-sharing platforms, and also to		
	protect and guarantee the fundamental		
	rights of users, to set out common and		
	proportionate rules on those matters.		
	Such rules should, in particular, further		
	define at Union level the characteristics		
	of "harmful content" and "incitement		
	to violence and hatred", taking into		
	account the intention and effect of such		
	content. Self-regulatory and co-		
	regulatory measures implemented or		
	approved by Member States or by the		
	Commission should fully respect the		
	rights, freedoms and principles set out		
	in the Charter, in particular Article 52		
	thereof. Regulatory authorities and/or		
	bodies should retain effective		
	enforcement powers in this regard.		
	(26a) In Directive (EU) 2017/XXX [replace		
	with reference to the Directive on		
	combating terrorism once that is		
	published and update Article number],		
	public provocation to commit a		
	terrorist offence is defined as an		
	offence related to terrorist activities		
	and is punishable as a criminal offence.		
	Member States should take the		
	necessary measures to ensure the		
	prompt removal of content constituting		
	a public provocation to commit a		
	terrorist offence.		
(27) As regards commercial communications	(27) As regards commercial communications	(27) As regards commercial communications	(46) Commercial communications on
on video-sharing platforms, they are	on video-sharing platforms, they are	on video-sharing platforms, they are	video-sharing platform services are
already regulated by Directive			
2005/29/EC of the European	2005/29/EC of the European	2005/29/EC of the European	2005/29/EC of the European Parliament
Parliament and of the Council, which	Parliament and of the Council, which	Parliament and of the Council, which	and of the Council, which prohibits unfair
prohibits unfair business-to-consumer	prohibits unfair business-to-consumer	prohibits unfair business-to-consumer	business-to-consumer commercial
commercial practices, including	commercial practices, including	commercial practices, including	practices, including misleading and
misleading and aggressive practices	misleading and aggressive practices	misleading and aggressive practices	aggressive practices occurring in
occurring in information society	occurring in information society	occurring in information society	information society services.
services. As regards commercial	services. As regards commercial	services. As regards commercial	As regards commercial communications
		1	
communications concerning tobacco	communications concerning tobacco	communications concerning tobacco	concerning tobacco and related products
and related products in video-sharing	and related products in video-sharing	and related products in video-sharing	in videosharing platforms, the existing
platforms, the existing prohibitions	platforms, the existing prohibitions	platforms, the existing prohibitions	prohibitions provided for in Directive
provided for in Directive 2003/33/EC of	provided for in Directive 2003/33/EC of	provided for in Directive 2003/33/EC of	2003/33/EC of the European Parliament





the European Parliament and of the Council, as well as the prohibitions applicable to communications concerning e-cigarettes and refill containers pursuant to Directive 2014/40/EU of the European Parliament and of the Council, ensure that consumers are sufficiently protected. The measures set out in this Directive therefore complement those set out in Directives 2005/29/EC, 2003/33/EC and 2014/40/EU.

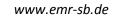
the European Parliament and of the Council, as well as the prohibitions applicable to communications concerning e-cigarettes and refill containers pursuant to Directive 2014/40/EU of the European Parliament and of the Council, ensure that consumers are sufficiently protected and should be applied to all audiovisual media services. The measures set out in this Directive therefore complement those set out in Directives 2005/29/EC, 2003/33/EC and 2014/40/EU and establish a common level playing field for audiovisual media services, video-sharing platform services and user-generated videos.

(28) Some of the content hosted on video-

the European Parliament and of the Council, as well as the prohibitions applicable to communications concerning e-cigarettes and refill containers pursuant to Directive 2014/40/EU of the European Parliament and of the Council, ensure that consumers are sufficiently protected \_\_\_\_. The measures set out in this Directive therefore complement those set out in Directives 2005/29/EC, 2003/33/EC and 2014/40/EU.

and of the Council, as well as the prohibitions applicable to commercial communications concerning electronic cigarettes and refill containers pursuant to Directive 2014/40/EU of the European Parliament and of the Council, ensure that consumers are sufficiently protected from tobacco and related products. Since users increasingly rely on video-sharing platform services to access audiovisual content, it is necessary to ensure a sufficient level of consumer protection by aligning the rules on audiovisual commercial communications, to the appropriate extent, amongst all providers. It is therefore important that audiovisual commercial communications on video-sharing platforms are clearly identified and respect a set of minimum qualitative requirements.

- (28) An important share of the content stored on video-sharing platforms is not under the editorial responsibility of the video-sharing platform provider. However, those providers typically determine the organisation of the content, namely programmes or usergenerated videos, including by automatic means or algorithms. Therefore, those providers should be required to take appropriate measures to protect minors from content that may impair their physical, mental or moral development and protect all citizens from incitement to violence or hatred directed against a group of persons or a member of such a group defined by reference to sex, race, colour, religion, descent or national or ethnic origin.
- sharing or social-media platforms is not under the editorial responsibility of the platform provider. However, those providers typically determine the organisation of the content, namely programmes or user-generated videos, including by automatic means or algorithms. Therefore, those providers should be required to take appropriate measures to protect minors from content that may impair their physical, mental or moral development and protect all users from incitement to terrorism or from incitement to violence or hatred directed against a group of persons or a member of such a group defined by reference \_\_\_\_ to race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age, gender, gender expression, gender identity, sexual orientation, residence status or health. Those grounds are intended to further specify the characteristics of
- (28) An important share of the content stored on video-sharing platforms is not under the editorial responsibility of the video-sharing platform provider. However, those providers typically determine the organisation of the content, namely programmes or usergenerated videos, including by automatic means or algorithms. Therefore, those providers should be required to take appropriate measures to protect minors from content that may impair their physical, mental or moral development and protect all citizens from incitement to violence or hatred directed against a group of persons or a member of such a group defined by reference to sex, race, colour, religion, descent or national or ethnic origin .
- (47) A significant share of the content provided on video-sharing platform services is not under the editorial responsibility of the video-sharing platform provider. However, those providers typically determine the organisation of the content, namely programmes, user-generated videos and audiovisual commercial communications, including by automatic means or algorithms. Therefore, those providers should be required to take appropriate measures to protect minors from content that may impair their physical, mental or moral development. They should also be required to take appropriate measures to protect the general public from content that contains incitement to violence or hatred directed against a group or a member of a group on any of the grounds referred to in Article 21 of the Charter of Fundamental Rights of the European Union (the "Charter"), or the dissemination of which constitutes a criminal offence under Union law.





	"publicly inciting to violence or hatred"		
	but should not alone be considered as a		
	basis for restricting the making		
(20) In light of the nature of the providers!	available of audiovisual content.	(20) In light of the nature of the providere!	(40) In light of the nature of the providers!
(29) In light of the nature of the providers'	(29) In light of the nature of the providers'	(29) In light of the nature of the providers'	(48) In light of the nature of the providers'
involvement with the content stored on	relationship with the content hosted on	involvement with the content stored on	involvement with the content provided
video-sharing platforms, those	video-sharing platforms, those	video-sharing platforms, those	on video-sharing platform services, the
appropriate measures should relate to	appropriate measures should relate to	appropriate measures should relate to	appropriate measures to protect minors
the organisation of the content and not	the organisation of the content and not	the organisation of the content and not	and the general public should relate to
to the content as such. The	to the content as such. The	to the content as such. The	the organisation of the content and not
requirements in this regard as set out in	requirements in this regard as set out in		to the content as such. The requirements
this Directive should therefore apply	this Directive should therefore apply	this Directive should therefore apply	in this regard as set out in Directive
without prejudice to Article 14 of	without prejudice to Article 14 of	without prejudice to Article 14 of	2010/13/EU should therefore apply
Directive 2000/31/EC of the European	Directive 2000/31/EC of the European	Directive 2000/31/EC of the European	without prejudice to Articles 12 to 14 of
Parliament and of the Council <sup>16</sup> , which	Parliament and of the Council, which	Parliament and of the Council, which	Directive 2000/31/EC, which provide for
provides for an exemption from liability	provides for an exemption from liability	provides for an exemption from liability	an exemption from liability for illegal
for illegal information stored by certain	for illegal information stored by certain	for illegal information stored by certain	information transmitted, or
providers of information society	providers of information society	providers of information society	automatically, intermediately and
services. When providing services	services. When providing services	services. When providing services	temporarily stored, or stored by certain
covered by Article 14 of Directive	covered by Article 14 of Directive	covered by Article 14 of Directive	providers of information society services.
2000/31/EC, those requirements	2000/31/EC, those requirements	2000/31/EC, those requirements	When providing services covered by
should also apply without prejudice to	should also apply without prejudice to	should also apply without prejudice to	Articles 12 to 14 of Directive
Article 15 of that Directive, which	Article 15 of that Directive, which	Article 15 of that Directive, which	2000/31/EC, those requirements should
precludes general obligations to	precludes general obligations to	precludes general obligations to	also apply without prejudice to Article 15
monitor such information and to	monitor such information and to	monitor such information and to	of that Directive, which precludes
actively seek facts or circumstances	actively seek facts or circumstances	actively seek facts or circumstances	general obligations to monitor such
indicating illegal activity from being	indicating illegal activity from being	indicating illegal activity from being	information and to actively seek facts or
imposed on those providers, without	imposed on those providers, without	imposed on those providers, without	circumstances indicating illegal activity
however concerning monitoring	however concerning monitoring	however concerning monitoring	from being imposed on those providers,
obligations in specific cases and, in	obligations in specific cases and, in	obligations in specific cases and, in	without however concerning monitoring
particular, without affecting orders by	particular, without affecting orders by	particular, without affecting orders by	obligations in specific cases and, in
national authorities in accordance with	national authorities in accordance with	national authorities in accordance with	particular, without affecting orders by
national legislation.	national legislation.	national legislation.	national authorities in accordance with
			national law.
(30) It is appropriate to involve the video-	(30) It is appropriate to involve the video-	(30) It is appropriate to involve the video-	(49) It is appropriate to involve video-
sharing platform providers as much as	sharing platform providers as much as	sharing platform providers as much as	sharing platform providers as much as
possible when implementing the	possible when implementing the	possible when implementing the	possible when implementing the
appropriate measures to be taken	appropriate measures to be taken	appropriate measures to be taken	appropriate measures to be taken
pursuant to this Directive. Co-	pursuant to this Directive. Self-	pursuant to this DirectiveCo-	pursuant to Directive 2010/13/EU. Co-
regulation should therefore be	regulation and co-regulation should	regulation should therefore be	regulation should therefore be
encouraged.	therefore be encouraged.	encouraged.	encouraged. It should also remain
			possible for video-sharing platform
With a view to ensuring a clear and		With a view to ensuring a clear and	providers to take stricter measures on a
consistent approach in this regard		consistent approach in this regard	voluntary basis in accordance with Union
across the Union, Member States		across the Union, Member States	law, respecting the freedom of

Directive 2000/31/EC of the European Parliament and of the Council of 8 June 2000 on certain legal aspects of information society services, in particular electronic commerce, in the Internal Market (OJ L 178, 17.07.2000, p. 1).



should not be entitled to require videosharing platform providers to take stricter measures to protect minors from harmful content and all citizens from content containing incitement to violence or hatred than the ones provided for in this Directive. However, it should remain possible for Member States to take such stricter measures where that content is illegal, provided that they comply with Articles 14 and 15 of Directive 2000/31/EC, and to take measures with respect to content on websites containing or disseminating child pornography, as required by and allowed under Article 25 of Directive 2011/93/EU of the European Parliament and the Council <sup>17</sup> . It should also remain possible for video-sharing platform providers to take stricter measures on a voluntary basis.	It should remain possible for Member States to take stricter measures where content is illegal, provided that they comply with Articles 14 and 15 of Directive 2000/31/EC, and to take measures with respect to content on websites containing or disseminating child pornography, as required by and allowed under Article 25 of Directive 2011/93/EU of the European Parliament and the Council. It should also remain possible for video-sharing platform providers to take stricter measures on a voluntary basis in accordance with Union law, respecting the freedom of expression and	should not be entitled to require video-sharing platform providers to take stricter measures to protect minors from harmful content and all citizens from content containing incitement to violence or hatred than the ones provided for in this Directive. However, it should remain possible for Member States to take such stricter measures where that content is illegal, provided that they comply with Articles 14 and 15 of Directive 2000/31/EC, and to take measures with respect to content on websites containing or disseminating child pornography, as required by and allowed under Article 25 of Directive 2011/93/EU of the European Parliament and the Council. It should also remain possible for video-sharing platform providers to take stricter measures on a voluntary basis	expression and information and media pluralism.
	information and media pluralism.		(50) The right to an effective remedy and the right to a fair trial are fundamental rights laid down in Article 47 of the Charter.  The provisions of Directive 2010/13/EU should not, therefore, be construed in a way that would prevent parties from exercising their right of access to the judicial system.
(31) When taking the appropriate measures to protect minors from harmful content and to protect all citizens from content containing incitement to violence or hatred in accordance with this Directive, the applicable fundamental rights, as laid down in the Charter on Fundamental Rights of the European Union, should be carefully balanced. That concerns in particular, as the case may be, the right to respect for private and family life and the protection of	(31) When taking the appropriate measures to protect minors from harmful content and to protect all citizens from content containing incitement to violence or hatred in accordance with this Directive, the applicable fundamental rights, as laid down in the Charter on Fundamental Rights of the European Union, should be carefully balanced. That concerns in particular, as the case may be, the right to respect for private and family life and the protection of	(31) When taking the appropriate measures to protect minors from harmful content and to protect all citizens from content containing incitement to violence or hatred in accordance with this Directive, the applicable fundamental rights, as laid down in the Charter on Fundamental Rights of the European Union, should be carefully balanced. That concerns in particular, as the case may be, the right to respect for private and family life and the protection of	(51) When taking the appropriate measures to protect minors from harmful content and to protect the general public from content containing incitement to violence, hatred and terrorism in accordance with Directive 2010/13/EU, the applicable fundamental rights, as laid down in the Charter, should be carefully balanced. That concerns, in particular and as the case may be, the right to respect for private and family life and the protection of personal data, the

Directive 2011/93/EU of the European Parliament and of the Council of 13 December 2011 on combating the sexual abuse and sexual exploitation of children and child pornography, and replacing Council Framework Decision 2004/68/JHA (OJ L 335, 17.12.2011, p. 1).





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prohibition of discrimination and the
right of the child.
(32) The video-sharing platform providers
covered by this Directive provide
information society services within the
meaning of point (a) of Article 2 of
Directive 2000/31/EC. Those providers
are consequently subject to the rules
on the internal market set out in Article
3 of that Directive, if they are
established in a Member State. It is
appropriate to ensure that the same
rules apply to video-sharing platform
providers which are not established in a
Member State with a view to
safeguarding the effectiveness of the
measures to protect minors and
citizens set out in this Directive and
ensuring a level playing field in as much
as possible, in as far as those providers
have either a parent company or a
subsidiary which is established in a
Member State or where those
providers are part of a group and
another entity of that group is
established in a Member State. To that
effect, arrangements should be made
to determine in which Member State
those providers should be deemed to
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have been established. The Commission
should be informed of the providers
under each Member State's jurisdiction
in application of the rules on
establishment set out in this Directive
and in Directive 2000/31/EC.

personal data, the freedom of

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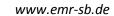
freedom to conduct a business, the

- personal data, the freedom of expression and information, the freedom to conduct a business, the prohibition of discrimination and the right of the child.
- Video-sharing platform providers (32)covered by this Directive provide information society services within the meaning of point (a) of Article 2 of Directive 2000/31/EC and generally provide hosting services in accordance with Article 14 of that Directive. Those providers are consequently subject to the rules on the internal market set out in Article 3 of that Directive, if they are established in a Member State. It is appropriate to ensure that the same rules apply to video-sharing platform providers which are not established in a Member State with a view to safeguarding the effectiveness of the measures to protect minors and citizens set out in this Directive and ensuring a level playing field in as much as possible, in as far as those providers have either a parent company or a subsidiary which is established in a Member State or where those providers are part of a group and another entity of that group is established in a Member State. To that effect, arrangements should be made to determine in which Member State those providers should be deemed to have been established. Given the wide audience of video-sharing platforms and social media, it is appropriate that the Member State having jurisdiction over such a platform coordinate with the other Member States concerned for the regulation of those platforms. The Commission should be informed of the providers under each Member State's jurisdiction in application of the rules on establishment set out in this Directive and in Directive 2000/31/EC. In this regard, the concept of 'video-
- personal data, the freedom of expression and information, the freedom to conduct a business, the prohibition of discrimination and the right of the child.
- (32) The video-sharing platform providers covered by this Directive provide information society services within the meaning of point (a) of Article 2 of Directive 2000/31/EC\_\_\_. Those providers are consequently subject to the rules on the internal market set out in Article 3 of that Directive, if they are established in a Member State. It is appropriate to ensure that the same rules apply to video-sharing platform providers which are not established in a Member State with a view to safeguarding the effectiveness of the measures to protect minors and citizens set out in this Directive and ensuring a level playing field in as much as possible, in as far as those providers have either a parent company or a subsidiary which is established in a Member State or where those providers are part of a group and another entity of that group is established in a Member State. To that effect, arrangements should be made to determine in which Member State those providers should be deemed to have been established. The Commission should be informed of the providers under each Member State's jurisdiction in application of the rules on establishment set out in this Directive and in Directive 2000/31/EC.
- freedom of expression and information, the freedom to conduct a business, the prohibition of discrimination and the rights of the child.
- (44) The video-sharing platform providers covered by Directive 2010/13/EU provide information society services within the meaning of \_\_\_\_ Directive 2000/31/EC of the European Parliament and of the Council. Those providers are consequently subject to the provisions on the internal market set out in \_\_\_\_ that Directive, if they are established in a Member State. It is appropriate to ensure that the same rules also apply to video-sharing platform providers which are not established in a Member State with a view to safeguarding the effectiveness of the measures to protect minors and the general public set out in Directive 2010/13/EU and ensuring as much as possible a level playing field, in so far as those providers have either a parent undertaking or a subsidiary undertaking which is established in a Member State or where those providers are part of a group and another undertaking of that group is established in a Member State. Therefore, the definitions set out in Directive 2010/13/EU should be principles-based and should ensure that it is not possible for an undertaking to exclude itself from the scope of that Directive by creating a group structure containing multiple layers of undertakings established inside or outside the Union. The Commission should be informed of the providers under each Member State's jurisdiction pursuant to the rules on establishment set out in Directives 2000/31/EC and 2010/13/EU.



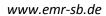
sharing platform provider's should be understood in the broadest sense of the term, so as to include linear service providers and platforms for the retransmission of audiovisual media services, regardless of the technical means used for retransmission, such as cable, satellite or the internet. <sup>18</sup> (52) The Contact Committee aims at facilitating an effective implementation of Directive 2010/13/EU and should be regularly consulted on any practical problems arising from its application. The work of the Contact Committee should not be limited to the existing audiovisual policy issues, but should also cover the relevant developments arising in this sector, it is composed of representatives of the Member States are encouraged to promote gender parily in the composition of the Contact Committee. When the composition of the Contact Committee in a statistical problems arising in this sector, it is composed of representatives of the relevant national authorities of the Member States are encouraged to promote gender parily in the composition of the Contact Committee. When the composition of the Contact Committee in a statistical problems arising in this sector, it is composed of representatives of the relevant national authorities of the Member States are encouraged to promote gender parily in the composition of the Contact Committee. When the states are also also also also also also also also
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Justification: Video-sharing platforms and social media may target audiences in the entire Union, but only the Member State in which they are deemed to be established will have jurisdiction over them. It is therefore necessary that Member States cooperate effectively for the regulation of these platforms, in order to guarantee a smooth functioning of the Digital Single Market and to effectively protect European citizens.





staffing, expertise and financial means. The activities of national regulatory authorities established under this Directive should ensure respect for the objectives of media pluralism, cultural diversity, consumer protection, the internal market and the promotion of fair competition.	staffing, expertise and financial means. The activities of regulatory authorities and/or bodies established under this Directive should ensure respect for the objectives of media pluralism, cultural diversity, consumer protection, the internal market and the promotion of fair competition. In that respect, it is necessary that regulatory authorities and/or bodies support audiovisual media services providers in the exercise of their editorial independence.	The requirement of independence should be without prejudice to the possibility for Member States to establish regulators having oversight over different sectors, such as the audiovisual and telecommunications sectors. National regulatory authorities should be in possession of the enforcement powers and resources necessary for the fulfilment of their tasks, in terms of staffing, expertise and financial means. The activities of national regulatory authorities established under this Directive should ensure respect for the objectives of media pluralism, cultural diversity, consumer protection, the internal market and the promotion of fair competition.	independence should be without prejudice to the possibility for Member States to establish regulatory authorities that have oversight over different sectors, such as the audiovisual and telecommunications sectors. National regulatory authorities or bodies should have the enforcement powers and resources necessary for the fulfilment of their tasks, in terms of staffing, expertise and financial means. The activities of national regulatory authorities or bodies established under Directive 2010/13/EU should ensure respect for the objectives of media pluralism, cultural diversity, consumer protection, the proper functioning of the internal market and the promotion of fair competition.
			(54) As one of the purposes of audiovisual media services is to serve the interests of individuals and shape public opinion, it is essential that such services are able to inform individuals and society as completely as possible and with the highest level of variety. That purpose can only be achieved if editorial decisions remain free from any state interference or influence by national regulatory authorities or bodies that goes beyond the mere implementation of law and which does not serve to safeguard a legally protected right which is to be protected regardless of a particular opinion.
Any party subject of a decision of a national regulatory authority should have the right to appeal to a body that is independent from the parties involved. Such body may be a court. The appeal procedure should be without prejudice to the division of competences within national judicial systems.  With a view to ensuring the consistent application of the Union audiovisual	<ul> <li>(34) Any party subject of a decision of a national regulatory authority should have the right to appeal to a body that is independent from the parties involved. Such body may be a court. The appeal procedure should be without prejudice to the division of competences within national judicial systems.</li> <li>(35) With a view to ensuring the consistent application of the Union audiovisual</li> </ul>	<ul> <li>(34) Any party subject of a decision of a national regulatory authority should have the right to appeal to a body that is independent from the parties involved. Such body may be a court. The appeal procedure should be without prejudice to the division of competences within national judicial systems.</li> <li>(35) With a view to ensuring the consistent application of the Union audiovisual</li> </ul>	<ul> <li>(55) Effective appeal mechanisms should exist at national level. The relevant appeal body should be independent from the parties involved. Such body may be a court. The appeal procedure should be without prejudice to the division of competences within national judicial systems.</li> <li>(56) With a view to ensuring the consistent application of the Union audiovisual</li> </ul>



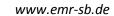


Member States, the Commission established ERGA by Commission Decision of 3 February 2014 <sup>19</sup> . ERGA's role is to advise and assist the Commission in its work to ensure a consistent implementation of Directive 2010/13/EU in all Member States, and to facilitate cooperation among the national regulatory authorities, and between the national regulatory authorities and the Commission.	Member States, the Commission established the ERGA by Commission Decision of 3 February 2014. The ERGA's role is to act as an independent expert advisory group and assist the Commission in its work to ensure a consistent implementation of Directive 2010/13/EU in all Member States, and to facilitate cooperation among the regulatory authorities and/or bodies, and between the regulatory authorities and the Commission.	Member States, the Commission establishedERGA by Commission Decision of 3 February 2014ERGA's role is to advise and assist the Commission in its work to ensure a consistent implementation of Directive 2010/13/EU in all Member States, and to facilitate cooperation among the national regulatory authorities, and between the national regulatory authorities authorities and the Commission.	Member States, the Commission established ERGA by Commission Decision of 3 February 2014. ERGA's role is to provide technical expertise to the Commission in its work to ensure a consistent implementation of Directive 2010/13/EU in all Member States and to facilitate cooperation among the national regulatory authorities or bodies, and between the national regulatory authorities and the Commission.
(36) ERGA has made a positive contribution towards consistent regulatory practice and has provided high level advice to the Commission on implementation matters. This calls for the formal recognition and reinforcement of its role in this Directive. The group should therefore be re-established by virtue of this Directive.	(36) The ERGA and the contact committee have made a positive contribution towards consistent regulatory practice and have provided high level and independent advice to the Commission on implementation matters	(36) ERGA has made a positive contribution towards consistent regulatory practice and has provided high level advice to the Commission on implementation matters. This calls for the formal recognition and reinforcement of its role in this Directive. The group should therefore be established by virtue of this Directive.	(57) ERGA has made a positive contribution to consistent regulatory practice and has provided high-level advice to the Commission on implementation matters. This calls for the formal recognition and reinforcement of its role in Directive 2010/13/EU. ERGA should therefore be established by virtue of that Directive.
(37) The Commission should be free to consult ERGA on any matter relating to audiovisual media services and videosharing platforms. ERGA should assist the Commission by providing its expertise and advice and by facilitating exchange of best practices. In particular, the Commission should consult ERGA in the application of Directive 2010/13/EU with a view to facilitating its convergent implementation across the Digital Single Market. Upon the Commission's request, ERGA should provide opinions, including on jurisdiction and Union codes of conduct in the area of protection of minors and hate speech as well as audiovisual commercial communications for foods high in fat, salt/sodium and sugars.	(37) The Commission should be free to consult the contact committee on any matter relating to audiovisual media services and video-sharing platforms. It should also be possible for the ERGA to assist the Commission by providing its expertise and advice and by facilitating exchange of best practices The Commission should be able to consult the contact committee in the application of Directive 2010/13/EU with a view to facilitating its consistent implementation across the Digital Single Market. The contact committee should decide on opinions, including on jurisdiction and Union rules and codes of conduct in the area of protection of minors and hate speech as well as for audiovisual commercial communications for foods high in fat, salt/sodium and sugars drafted by the	(37) The Commission should be free to consult ERGA on any matter relating to audiovisual media services and videosharing platforms. ERGA should assist the Commission by providing technical expertise and advice and by facilitating the exchange of best practices, including on self- and co-regulatory codes of conduct. In particular, the Commission should consult ERGA in the application of Directive 2010/13/EU with a view to facilitating its convergent implementation Upon the Commission's request, ERGA should provide non-binding opinions on jurisdiction, on measures derogating from freedom of reception and on measures addressing circumvention of jurisdiction. ERGA should also be able to provide technical advice on any regulatory matter related to audiovisual	(58) The Commission should be free to consult ERGA on any matter relating to audiovisual media services and videosharing platforms. ERGA should assist the Commission by providing technical expertise and advice and by facilitating the exchange of best practices, including on self- and co-regulatory codes of conduct. In particular, the Commission should consult ERGA in the application of Directive 2010/13/EU with a view to facilitating its convergent implementation. Upon the Commission's request, ERGA should provide non-binding opinions on jurisdiction, on measures derogating from freedom of reception and on measures addressing the circumvention of jurisdiction. ERGA should also be able to provide technical advice on any regulatory matter related to the
	ERGA, in order to facilitate coordination with the law of the Member States.	media service framework, including in the area of protection of minors and	audiovisual media services framework, including in the area of hate speech and

<sup>19</sup> Commission Decision C(2014) 462 final of 3 February 2014 on establishing the European Regulators Group for Audiovisual Media Services.



			hata areach according on the content	the contestion of mineral contestions
			hate speech, as well as on the content	the protection of minors, as well as on
			of audiovisual commercial	the content of audiovisual commercial
			communications for foods high in fat,	communications for foods high in fat,
			salt/sodium and sugars	salt or sodium and sugars.
				(59) "Media literacy" refers to skills,
				knowledge and understanding that
				allow citizens to use media effectively
				and safely. In order to enable citizens to
				access information and to use, critically
				assess and create media content
				responsibly and safely, citizens need to
				possess advanced media literacy skills.
				Media literacy should not be limited to
				learning about tools and technologies,
				but should aim to equip citizens with
				the critical thinking skills required to
				exercise judgment, analyse complex
				realities and recognise the difference
				between opinion and fact. It is
				therefore necessary that both media
				service providers and video-sharing
				platforms providers, in cooperation
				with all relevant stakeholders, promote
				the development of media literacy in all
				sections of society, for citizens of all
				ages, and for all media and that
				progress in that regard is followed
				closely.
(38)	This Directive is without prejudice to	(38) This Directive is without prejudice to	(38) This Directive is without prejudice to	(25) Directive 2010/13/EU is without
	the ability of Member States to impose	the ability of Member States to impose	the ability of Member States to impose	prejudice to the ability of Member States
	obligations to ensure discoverability	obligations to ensure the appropriate	obligations to ensure discoverability	to impose obligations to ensure the
	and accessibility of content of general	prominence of content of general	and accessibility of content of general	appropriate prominence of content of
	interest under defined general interest	interest under defined general interest	interest under defined general interest	general interest under defined general
	objectives such as media pluralism,	objectives such as media pluralism,	objectives such as media pluralism,	interest objectives such as media
	freedom of speech and cultural	freedom of speech and cultural	freedom of speech and cultural	pluralism, freedom of speech and
	diversity. Such obligations should only	diversity. Such obligations should only	diversity. Such obligations should only	cultural diversity. Such obligations
	be imposed where they are necessary	be imposed where they are necessary	be imposed where they are necessary	should only be imposed where they are
	to meet general interest objectives	to meet general interest objectives	to meet general interest objectives	necessary to meet general interest
	clearly defined by Member States in	clearly defined by Member States in	clearly defined by Member States in	objectives clearly defined by Member
	conformity with Union law. In this	conformity with Union law Where	conformity with Union law. In this	States in accordance with Union law
	respect, Member States should in	Member States decide to impose rules	respect, Member States should in	Where Member States decide to impose
	particular examine the need for	on appropriate prominence, they	particular examine the need for	rules on appropriate prominence, they
	regulatory intervention against the	should only impose proportionate	regulatory intervention against the	should only impose proportionate
	results of the outcome of market	obligations on undertakings, in the	results of the outcome of market	obligations on undertakings in the
	forces. Where Member States decide to	interest of legitimate public policy	forces. Where Member States decide to	interests of legitimate public policy
	impose discoverability rules, they	considerations.	impose discoverability rules, they	considerations.
	should only impose proportionate		should only impose proportionate	

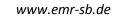




obligations on undertakings, in the	obligations on undertakings, in the	
interest of legitimate public policy considerations.	interest of legitimate public policy considerations.	
(38a) The means to achieve accessibility should include, but not be limited to, access services such as sign language interpretation, subtitling for the deaf and hard of hearing, spoken subtitles audio-description, and easily understandable menu navigation. Media service providers should be transparent and proactive in improvi such access services for persons with disabilities and for the elderly, indicating clearly in the programme information as well as in the electron programming guide their availability, listing and explaining how to use the accessibility features of the services, and ensuring that they are accessible for persons with disabilities.	ic .	(23) The means to achieve the accessibility of audiovisual media services under Directive 2010/13/EU should include, but need not be limited to, sign language, subtitling for the deaf and hard of hearing, spoken subtitles, and audio description. However, that Directive does not cover features or services providing access to audiovisual media services, nor does it cover accessibility features of electronic programme guides (EPGs). Therefore, that Directive is without prejudice to Union law aiming to harmonise the accessibility of services providing access to audiovisual media services, such as websites, online applications and EPGs, or the provision of information on accessibility and in accessible formats.
(39) This Directive respects the fundamental rights and observes the principles recognised in particular by the Charter of Fundamental Rights of the European Union. In particular, this Directive seeks to ensure full respect for the right to freedom of expression, the freedom to conduct a business, the right to judicial review and to promote the application of the rights of the European Union.  (39) Member States, when implementing this Directive, are under the obligation observe the principles recognised in particular by the Charter In particular, Member States should ensure that national laws, regulation and administrative provisions transposing this Directive do not directly or indirectly undermine the right to freedom to conduct a business, the right to judicial review and to promote the application of the rights of the chand the right to non-discrimination enshrined in the Charter	fundamental rights and observes the principles recognised in particular by the Charter of Fundamental Rights of the European Union. In particular, this Directive seeks to ensure full respect for the right to freedom of expression, the freedom to conduct a business, the right to judicial review and to promote the application of the rights of the child enshrined in the Charter of Fundamental Rights of the European Union.	(60) Directive 2010/13/EU is without prejudice to the obligation of the Member States to respect and protect human dignity. It respects the fundamental rights and observes the principles recognised, in particular, by the Charter. In particular, Directive 2010/13/EU seeks to ensure full respect for the right to freedom of expression, the freedom to conduct a business, the right to judicial review and to promote the application of the rights of the child enshrined in the Charter
		(61) Any measure taken by Member States under Directive 2010/13/EU is to respect the freedom of expression and information and media pluralism, as well as cultural and linguistic diversity, in accordance with the Unesco Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

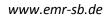


	1
(39a) Transparency of media ownership is	(15) Transparency of media ownership is
directly linked to the freedom of	directly linked to the freedom of
expression, a cornerstone of	expression, a cornerstone of democratic
democratic systems. Information	systems. Information concerning the
concerning the ownership structure of	ownership structure of media
audiovisual media service providers,	service providers, where such ownership
where such ownership results in the	results in the control of, or the exercise
control or the exercise of a significant	of a significant influence over, the
influence over the content of the	content of the services provided, allows
services provided, allows users to make	users to make an informed judgement
an informed judgement about such	about such content. Member States
content. Member States should be able	should be able to determine whether
to determine whether and to what	and to what extent information about
extent information about the	the ownership structure of a media
ownership of a media service provider	service provider should be accessible to
should be accessible to users, provided	users, provided that the essence of the
that the essence of the fundamental	fundamental rights and freedoms
rights and freedoms concerned is	concerned is respected and that such
respected and that such measures are	measures are necessary and
necessary and proportionate. Member	proportionate
States should also be able to determine	
whether and to what extent it is	
necessary and proportionate that	
politically exposed persons declare	
their ownership of media service	
providers and that information	
concerning such ownership should be	
accessible to users, provided that the	
essence of the fundamental rights and	
freedom concerned is respected.	
(39b) Because of the specific nature of	(16) Because of the specific nature of
audiovisual media services, especially	audiovisual media services, especially
the impact of these services on the way	the impact of those services on the way
people form their opinions, users have	people form opinions, users have a
a legitimate interest in knowing who is	legitimate interest in knowing who is
responsible for the content of these	responsible for the content of those
services. In order to strengthen	services. In order to strengthen freedom
freedom of expression, and by	of expression, and, by extension, to
extension, to promote media pluralism	promote media pluralism and avoid
and to avoid conflicts of interest, it is	conflicts of interest, it is important for
important for Member States to ensure	Member States to ensure that users
that users have easy and direct access	have easy and direct access at any time
at any time to information about media	to information about media service
service providers. It is for each Member	providers. It is for each Member State to
State to decide, in particular with	decide, in particular with respect to the
respect to the information which may	information which may be provided on
be provided on ownership structure,	ownership structure and beneficial



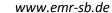


		beneficial owners and politically	owners
		exposed persons, how this objective	
		can be achieved without prejudice to	
		any other relevant provisions of Union	
		law and ensuring, in particular, full	
		compliance with the provisions of the	
		General Data Protection Regulation	
		(EU) 2016/679 and Articles 7, 8 and 52	
		of the Charter.	
(40) The right to access political news	(40) The right to access political news	(40) The right to access political news	(62) The right to access political news
programmes is crucial to safeguard the	programmes is crucial to safeguard the	programmes is crucial to safeguard the	programmes is crucial to safeguard the
fundamental freedom to receive	fundamental freedom to receive	fundamental freedom to receive	fundamental freedom to receive
information and to ensure that the	information and to ensure that the	information and to ensure that the	information and to ensure that the
interests of viewers in the Union are	interests of viewers in the Union are	interests of viewers in the Union are	interests of viewers in the Union are
fully and properly protected. Given the	fully and properly protected. Given the	fully and properly protected. Given the	fully and properly protected. Given the
ever growing importance of audiovisual	ever growing importance of audiovisual	ever growing importance of audiovisual	ever-growing importance of audiovisual
media services for societies and	media services for societies and	media services for societies and	media services for societies and
democracy, broadcasts of political news	democracy, broadcasts of political news	democracy, broadcasts of political news	democracy, broadcasts of political news
should, to the best extent possible, and	should, to the best extent possible, and	should, to the best extent possible, and	should, to the greatest extent possible,
without prejudice to copyright rules, be	without prejudice to copyright rules, be	without prejudice to copyright rules, be	and without prejudice to copyright
made available cross-border in the EU.	made available cross-border in the EU.	made available cross-border in the EU.	rules, be made available cross-border in
			the Union.
(41) This Directive does not concern rules of	(41) This Directive does not concern rules of	(41) This Directive does not concern rules of	(63) Directive 2010/13/EU does not concern
private international law, in particular	private international law, in particular	private international law, in particular	rules of private international law, in
rules governing the jurisdiction of the	rules governing the jurisdiction of the	rules governing the jurisdiction of the	particular rules governing the
courts and the law applicable to	courts and the law applicable to	courts and the law applicable to	jurisdiction of the courts and the law
contractual and non-contractual	contractual and non-contractual	contractual and non-contractual	applicable to contractual and non-
obligations.	obligations.	obligations.	contractual obligations.
(42) In accordance with the Joint Political	(42) In accordance with the Joint Political	(42) In accordance with the Joint Political	(64) In accordance with the Joint Political
Declaration of 28 September 2011 of	Declaration of 28 September 2011 of	Declaration of 28 September 2011 of	Declaration of 28 September 2011 of
Member States and the Commission on	Member States and the Commission on	Member States and the Commission on	Member States and the Commission on
explanatory documents, Member	explanatory documents, Member	explanatory documents, Member	explanatory documents, Member
States have undertaken to accompany,	States have undertaken to accompany,	States have undertaken to accompany,	States have undertaken to accompany,
in justified cases, the notification of	in justified cases, the notification of	in justified cases, the notification of	in justified cases, the notification of
their transposition measures by one or	their transposition measures by one or	their transposition measures by one or	their transposition measures by one or
more documents explaining the	more documents explaining the	more documents explaining the	more documents explaining the
relationship between the components	relationship between the components	relationship between the components	relationship between the components
of a directive and the corresponding	of a directive and the corresponding	of a directive and the corresponding	of a directive and the corresponding
parts of national transposition	parts of national transposition	parts of national transposition	parts of national transposition
instruments. With regard to this	instruments. With regard to this	instruments. With regard to this	instruments. With regard to this
Directive, the legislator considers the	Directive, the legislator considers the	Directive, the legislator considers the	Directive, the legislator considers the
transmission of such documents to be	transmission of such documents to be	transmission of such documents to be	transmission of such documents to be
justified.	justified.	justified.	justified.
(43) Directive 2010/13/EU should therefore	(43) Directive 2010/13/EU should therefore	(43) Directive 2010/13/EU should therefore	(65) Directive 2010/13/EU should therefore
be amended accordingly, HAVE	be amended accordingly, HAVE	be amended accordingly, HAVE	be amended accordingly, HAVE
ADOPTED THIS DIRECTIVE:	ADOPTED THIS DIRECTIVE:	ADOPTED THIS DIRECTIVE:	ADOPTED THIS DIRECTIVE:





DIRECTIVE 2010/13/EU	Proposal Commission	Amendments EP	General Approach Council	DIRECTIVE 2018/1808/EU
CHAPTER I DEFINITIONS	CHAPTER I DEFINITIONS	CHAPTER I DEFINITIONS	CHAPTER I DEFINITIONS	CHAPTER I DEFINITIONS
Article 1	Article 1	Article 1	Article 1	Article 1
For the purposes of this Directive, the following definitions shall apply:	1. For the purposes of this Directive, the following definitions shall apply:	For the purposes of this Directive, the following definitions shall apply:	1. For the purposes of this Directive, the following definitions shall apply:	1. For the purposes of this Directive, the following definitions shall apply:
(a) 'audiovisual media service' means:	(a) 'audiovisual media service' means:	(a) 'audiovisual media service' means:	(a) 'audiovisual media service' means:	(a) 'audiovisual media service' means:
(i) a service as defined by Articles 56 and 57 of the Treaty on the Functioning of the European Union which is under the editorial responsibility of a media service provider and the principal purpose of which is the provision of programmes, in order to inform, entertain or educate, to the general public by electronic communications networks within the meaning of point (a) of Article 2 of Directive 2002/21/EC. Such an audiovisual media service is either a television broadcast as defined in point (e) of this paragraph or an on-demand audiovisual media service as defined in point (g) of this paragraph;	(i) a service as defined by Articles 56 and 57 of the Treaty on the Functioning of the European Union, where the principal purpose of the service or a dissociable section thereof is devoted to providing programmes, under the editorial responsibility of a media service provider, in order to inform, entertain or educate, to the general public by electronic communications networks within the meaning of point (a) of Article 2 of Directive 2002/21/EC. Such an audiovisual media service is either a television broadcast as defined in point (e) of this paragraph or an on-demand audiovisual media service as defined in point (g) of this paragraph;	(i) a service as defined by Articles 56 and 57 of the Treaty on the Functioning of the European Union, where the principal purpose of the service or a dissociable section of a wider service thereof is devoted to providing programmes, under the editorial responsibility of a media service provider, in order to inform, entertain or educate, to the general public by electronic communications networks within the meaning of point (a) of Article 2 of Directive 2002/21/EC. Such an audiovisual media service is either a television broadcast as defined in point (e) of this paragraph or an on-demand audiovisual media service as defined in point (g) of this paragraph;	(i) a service as defined by Articles 56 and 57 of the Treaty on the Functioning of the European Union, where the principal purpose of the service or a dissociable section thereof is devoted to providing programmes, under the editorial responsibility of a media service provider, in order to inform, entertain or educate, to the general public by electronic communications networks within the meaning of point (a) of Article 2 of Directive 2002/21/EC. Such an audiovisual media service is either a television broadcast as defined in point (e) of this paragraph or an on-demand audiovisual media service as defined in point (g) of this paragraph;	(i) a service as defined by Articles 56 and 57 of the Treaty on the Functioning of the European Union, where the principal purpose of the service or a dissociable section thereof is devoted to providing programmes, under the editorial responsibility of a media service provider, to the general public, in order to inform, entertain or educate, by means of electronic communications networks within the meaning of point (a) of Article 2 of Directive 2002/21/EC; such an audiovisual media service is either a television broadcast as defined in point (e) of this paragraph or an ondemand audiovisual media service as defined in point (g) of this paragraph;
(ii) audiovisual commercial communication;	(ii) audiovisual commercial communication;	(ii) audiovisual commercial communication;	(ii) audiovisual commercial communication;	(ii) audiovisual commercial communication;
	<ul> <li>(aa) 'video-sharing platform service' means a service, as defined by Articles 56 and 57 of the Treaty on the Functioning of the European Union, which meets the following requirements:</li> <li>(i) the service consists of the storage of a large amount of programmes or user-generated videos, for which the video-</li> </ul>	<ul> <li>(aa) 'video-sharing platform service' means a service, as defined by Articles 56 and 57 of the Treaty on the Functioning of the European Union, which meets all the following requirements:</li> <li>(i) a main functionality of the service consists in making available of programmes or user-generated videos to the general public, for</li> </ul>	<ul> <li>(aa) 'video-sharing platform service' means a service, as defined by Articles 56 and 57 of the Treaty on the Functioning of the European Union, which meets the following requirements:</li> <li>(i) the service consists of the storage of programmes or usergenerated videos, for which the video-sharing platform provider</li> </ul>	(aa) 'video-sharing platform service' means a service as defined by Articles 56 and 57 of the Treaty on the Functioning of the European Union, where the principal purpose of the service or of a dissociable section thereof or an essential functionality of the service is devoted to providing programmes, usergenerated videos, or both, to the general public, for which the video-
	sharing platform provider does not have editorial responsibility;	which the video-sharing platform provider does not have editorial	does not have editorial responsibility;	sharing platform provider does not have editorial responsibility, in order





(b) 'programme' means a set of moving

constituting an individual item within a

media service provider and the form

the form and content of television

include feature-length films, sports

events, situation comedies,

and original drama;

schedule or a catalogue established by a

and content of which are comparable to

broadcasting. Examples of programmes

documentaries, children's programmes

images with or without sound

- (ii) the organisation of the stored content is determined by the provider of the service including by automatic means or algorithms, in particular by hosting, displaying, tagging and sequencing;
- (iii) the principal purpose of the service or a dissociable section thereof is devoted to providing programmes and user-generated videos to the general public, in order to inform, entertain or educate;

- (iv) the service is made available by electronic communications networks within the meaning of point (a) of Article 2 of Directive 2002/21/EC.
- (b) 'programme' means a set of moving images with or without sound constituting an individual item within a schedule or a catalogue established by a media service provider, including feature-length films, videos of short duration, sports events, situation comedies, documentaries, children's programmes and original drama;
- (ba) 'user-generated video' means a set of moving images with or without sound

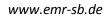
## responsibility;

- the organisation of the publicly made available content is determined by the provider of the service including by automatic means or algorithms, in particular by hosting, displaying, tagging and sequencing;
- (iii) the principal purpose of the service, or of a service which is a dissociable section of a wider service, is devoted to providing programmes and user-generated videos to the general public, in order to inform, entertain or educate, or that service plays a significant role in providing programmes and user-generated videos to the general public, in order to inform, entertain or educate; and
- (iv) the service is made available by electronic communications networks within the meaning of point (a) of Article 2 of Directive 2002/21/EC.
- (b) 'programme' means a set of moving images with or without sound constituting an individual item within a schedule or a catalogue established by a media service provider, including feature-length films, videos of short duration, sports events, situation comedies, documentaries, children's programmes and original drama;
- (ba) 'user-generated video' means a set of moving images with or without sound

- (ii) the organisation of the stored programmes or user-generated videos is determined by the video-sharing platform provider including by automatic means or algorithms, in particular by displaying, tagging and sequencing;
- (iii) the principal purpose of the service, a dissociable section of that service or an essential functionality of the service is devoted to providing programmes or user-generated videos to the general public, in order to inform, entertain or educate; and
- (iv) the service is made available by electronic communications networks within the meaning of point (a) of Article 2 of Directive 2002/21/EC;
- (b) 'programme' means a set of moving images with or without sound constituting an individual item, irrespecticve of its length, within a schedule or a catalogue established by a media service provider, including feature-length films, video clips, sports events, situation comedies, documentaries, children's programmes and original drama;
- (ba) 'user-generated video' means a set of moving images with or without sound

to inform, entertain or educate, by means of electronic communications networks within the meaning of point (a) of Article 2 of Directive 2002/21/EC and the organisation of which is determined by the video-sharing platform provider, including by automatic means or algorithms in particular by displaying, tagging and sequencing.

- (b) 'programme' means a set of moving images with or without sound constituting an individual item, irrespective of its length, within a schedule or a catalogue established by a media service provider, including feature length films, video clips, sports events, situation comedies, documentaries, children's programmes and original drama;
- (ba) 'user-generated video' means a set of moving images with or without sound





created and/o	r uploaded to a video- rm by one or more users; constituting an individual item that is uploaded to a video-s		
	(bb) 'editorial decision' m taken on a day-to-day purpose of exercising responsibility;	y basis for the	(bb) 'editorial decision' means a decision which is taken on a regular basis for the purpose of exercising editorial responsibility and linked to the day-to-day operation of the audiovisual media service;
	(bb) 'access service' mean feature of the audiov that improves the acc programmes for peop limitations, including disabilities.	isual media service cessibility of the ole with functional	
exercise of effective control both over the selection of the programmes and over their organisation either in a chronological schedule, in the case of television broadcasts, or in a catalogue, in the case of on-demand audiovisual media services. Editorial responsibility does not necessarily imply any legal liability under national law for the exercise of effection of the selection of the select	consibility' means the ective control both over of the programmes and enisation either in a schedule, in the case of edcasts, or in a catalogue, on-demand audiovisual es. Editorial responsibility essarily imply any legal national law for the eservices provided;  (c) 'editorial responsibility exercise of effective of the selection of the provential over their organisation chronological schedule television broadcasts in the case of on-demand audiovisual does not necessarily in liability under national content or the services	exercise of effective control both or the selection of the programmes and over their organisation either in a le, in the case of orin a catalogue, and audiovisual rial responsibility imply any legal al law for the exercise of effective control both or the exercise of effective cont	exercise of effective control both over the selection of the programmes and over their organisation either in a chronological schedule, in the case of television broadcasts, or in a catalogue, in the case of on-demand audiovisual media services. Editorial responsibility
natural or legal person who has editorial responsibility for the choice of the audiovisual content of the audiovisual media service and determines the natural or legal responsibility for the audiovisual audiovisual comedia service	provider' means the all person who has editorial for the choice of the ntent of the audiovisual and determines the ch it is organised;  (d) 'media service provided natural or legal perso responsibility for the audiovisual content of media service and defended manner in which it is	natural or legal person who has ed responsibility for the choice of the audiovisual termines the natural or legal person who has ed responsibility for the choice of the audiovisual content of the audiovisual termines the	torial natural or legal person who has editorial responsibility for the choice of the
the natural or	platform provider' means legal person who provides g platform service; (da) 'video-sharing platfor the natural or legal person who provides a video-sharing platfor	erson who provides the natural or legal person who pro	
broadcast' (i.e. a linear audiovisual broadcast' (i.e media service) means an audiovisual media service)	adcasting' or 'television (e) 'television broadcasti broadcast' (i.e. a linear audiovisual media service) means provided by a media media service provide	ar audiovisual broadcast' (i.e. a linear audiovisual san audiovisual media service) means an audiovisu	broadcast' (i.e. a linear audiovisual al media service) means an audiovisual





- service provider for simultaneous viewing of programmes on the basis of a programme schedule;
- (f) 'broadcaster' means a media service provider of television broadcasts;
- (g) 'on-demand audiovisual media service' (i.e. a non-linear audiovisual media service) means an audiovisual media service provided by a media service provider for the viewing of programmes at the moment chosen by the user and at his individual request on the basis of a catalogue of programmes selected by the media service provider;
- (h) 'audiovisual commercial communication' means images with or without sound which are designed to promote, directly or indirectly, the goods, services or image of a natural or legal entity pursuing an economic activity. Such images accompany or are included in a programme in return for payment or for similar consideration or for self-promotional purposes. Forms of audiovisual commercial communication include, inter alia, television advertising, sponsorship, teleshopping and product placement;
- (i) 'television advertising' means any form of announcement broadcast whether in return for payment or for similar consideration or broadcast for selfpromotional purposes by a public or private undertaking or natural person in connection with a trade, business, craft or profession in order to promote the supply of goods or services, including immovable property, rights and obligations, in return for payment;
- (j) 'surreptitious audiovisual commercial communication' means the

- service provider for simultaneous viewing of programmes on the basis of a programme schedule;
- (f) 'broadcaster' means a media service provider of television broadcasts;
- (g) 'on-demand audiovisual media service' (i.e. a non-linear audiovisual media service) means an audiovisual media service provided by a media service provider for the viewing of programmes at the moment chosen by the user and at his individual request on the basis of a catalogue of programmes selected by the media service provider;
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representation in words or pictures of goods, services, the name, the trade mark or the activities of a producer of goods or a provider of services in programmes when such representation is intended by the media service provider to serve as advertising and might mislead the public as to its nature. Such representation shall, in particular, be considered as intentional if it is done in return for payment or for similar consideration;

- (k) 'sponsorship' means any contribution made by public or private undertakings or natural persons not engaged in providing audiovisual media services or in the production of audiovisual works, to the financing of audiovisual media services or programmes with a view to promoting their name, trade mark, image, activities or products;
- (I) 'teleshopping' means direct offers broadcast to the public with a view to the supply of goods or services, including immovable property, rights and obligations, in return for payment;
- (m) 'product placement' means any form of audiovisual commercial communication consisting of the inclusion of or reference to a product, a service or the trade mark thereof so that it is featured within a programme, in return for payment or for similar consideration;
- (n) 'European works' means the following:
  - (i) works originating in Member States;

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- (k) 'sponsorship' means any direct or indirect contribution made by public or private undertakings or natural persons not engaged in providing audiovisual media services or video-sharing platform services or user-generated videos or in the production of audiovisual works, to the financing of the audiovisual media services, or the video-sharing platform services or the user-generated videos or the programmes with a view to promoting their name, trade mark, image, activities or products;
- (I) 'teleshopping' means direct offers broadcast to the public with a view to the supply of goods or services, including immovable property, rights and obligations, in return for payment;
- (m) 'product placement' means any form of audiovisual commercial communication consisting of the inclusion of or reference to a product, a service or the trade mark thereof so that it is featured within a programme or user-generated video, in return for payment or for similar consideration;
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- (ii) works originating in European third States party to the European Convention on Transfrontier Television of the Council of Europe and fulfilling the conditions of paragraph 3;
- (iii) works co-produced within the framework of agreements related to the audiovisual sector concluded between the Union and third countries and fulfilling the conditions defined in each of those agreements.
- 2. The application of the provisions of points (n)(ii) and (iii) of paragraph 1 shall be conditional on works originating in Member States not being the subject of discriminatory measures in the third country concerned.
- 3. The works referred to in points (n)(i) and (ii) of paragraph 1 are works mainly made with authors and workers residing in one or more of the States referred to in those provisions provided that they comply with one of the following three conditions:
- they are made by one or more producers established in one or more of those States;
- (ii) the production of the works is supervised and actually controlled by one or more producers established in one or more of those States;
- (iii) the contribution of co-producers of those States to the total co-production costs is preponderant and the coproduction is not controlled by one or more producers established outside those States.
- 4. Works that are not European works

- (ii) works originating in European third States party to the European Convention on Transfrontier Television of the Council of Europe and fulfilling the conditions of paragraph 3;
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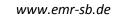
within the meaning of point (n) of paragraph 1 but that are produced within the framework of bilateral co-production agreements concluded between Member States and third countries shall be deemed to be European works provided that the co-producers from the Union supply a majority share of the total cost of production and that the production is not controlled by one or more producers established outside the territory of the Member States.

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	CHAPTER II	CHAPTER II	CHAPTER II	CHAPTER II
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GENERAL PROVISIONS	MEDIA SERVICES	MEDIA SERVICES	MEDIA SERVICES	MEDIA SERVICES
Article 2	Article 2	Article 2	Article 2	Article 2
1. Each Member State shall ensure that all audiovisual media services transmitted by media service providers under its jurisdiction comply with the rules of the system of law applicable to audiovisual media services intended for the public in that Member State.	1. Each Member State shall ensure that all audiovisual media services transmitted by media service providers under its jurisdiction comply with the rules of the system of law applicable to audiovisual media services intended for the public in that Member State.	1. Each Member State shall ensure that all audiovisual media services transmitted by media service providers under its jurisdiction comply with the rules of the system of law applicable to audiovisual media services intended for the public in that Member State.	1. Each Member State shall ensure that all audiovisual media services transmitted by media service providers under its jurisdiction comply with the rules of the system of law applicable to audiovisual media services intended for the public in that Member State.	1. Each Member State shall ensure that all audiovisual media services transmitted by media service providers under its jurisdiction comply with the rules of the system of law applicable to audiovisual media services intended for the public in that Member State.
2. For the purposes of this Directive, the media service providers under the jurisdiction of a Member State are any of the following:	2. For the purposes of this Directive, the media service providers under the jurisdiction of a Member State are any of the following:	2. For the purposes of this Directive, the media service providers under the jurisdiction of a Member State are any of the following:	2. For the purposes of this Directive, the media service providers under the jurisdiction of a Member State are any of the following:	2. For the purposes of this Directive, the media service providers under the jurisdiction of a Member State are any of the following:
(a) those established in that Member State in accordance with paragraph 3;	(a) those established in that Member State in accordance with paragraph 3;	(a) those established in that Member State in accordance with paragraph 3;	(a) those established in that Member State in accordance with paragraph 3;	(a) those established in that Member State in accordance with paragraph 3;
(b) those to whom paragraph 4 applies.	(b) those to whom paragraph 4 applies.	(b) those to whom paragraph 4 applies.	(b) those to whom paragraph 4 applies.	(b) those to whom paragraph 4 applies.
3. For the purposes of this Directive, a media service provider shall be deemed to be established in a Member State in the following cases:	3. For the purposes of this Directive, a media service provider shall be deemed to be established in a Member State in the following cases:	3. For the purposes of this Directive, a media service provider shall be deemed to be established in a Member State in the following cases:	3. For the purposes of this Directive, a media service provider shall be deemed to be established in a Member State in the following cases:	3. For the purposes of this Directive, a media service provider shall be deemed to be established in a Member State in the following cases:
(a) the media service provider has its head office in that Member State and the editorial decisions about the audiovisual media service are taken in that Member State;	(a) the media service provider has its head office in that Member State and the editorial decisions about the audiovisual media service are taken in that Member State;	(a) the media service provider has its head office in that Member State and the editorial decisions about the audiovisual media service are taken in that Member State;	(a) the media service provider has its head office in that Member State and the editorial decisions about the audiovisual media service are taken on a regular basis in that Member State;	(a) the media service provider has its head office in that Member State and the editorial decisions about the audiovisual media service are taken in that Member State;
(b) if a media service provider has its head office in one Member State but editorial decisions on the audiovisual media service are taken in another Member State, it shall be deemed to be established in the Member State where a significant part of the workforce involved in the pursuit of the audiovisual media service activity operates. If a significant part of the workforce involved in the pursuit of the	(b) if a media service provider has its head office in one Member State but editorial decisions on the audiovisual media service are taken in another Member State, it shall be deemed to be established in the Member State where the majority of the workforce involved in the pursuit of the audiovisual media service activity operates;	(b) if a media service provider has its head office in one Member State but editorial decisions on the audiovisual media service are taken in another Member State, it shall be deemed to be established in the Member State where a significant part of the workforce involved in the pursuit of the audiovisual media service activity operates. If a significant part of the workforce involved in the pursuit of the	(b) if a media service provider has its head office in one Member State but editorial decisions on the audiovisual media service are taken on a regular basis in another Member State, it shall be deemed to be established in the Member State where a significant part of the workforce involved in the pursuit of the programme-related audiovisual media service activity operates. If a significant part of the workforce	(b) if a media service provider has its head office in one Member State but editorial decisions on the audiovisual media service are taken in another Member State, the media service provider shall be deemed to be established in the Member State where a significant part of the workforce involved in the pursuit of the programme-related audiovisual media service activity operates. If a significant





audiovisual media service activity operates in each of those Member States, the media service provider shall be deemed to be established in the Member State where it has its head office. If a significant part of the workforce involved in the pursuit of the audiovisual media service activity operates in neither of those Member States, the media service provider shall be deemed to be established in the Member State where it first began its activity in accordance with the law of that Member State, provided that it maintains a stable and effective link with the economy of that Member State;

- (c) if a media service provider has its head office in a Member State but decisions on the audiovisual media service are taken in a third country, or vice versa, it shall be deemed to be established in the Member State concerned, provided that a significant part of the workforce involved in the pursuit of the audiovisual media service activity operates in that Member State.
- 4. Media service providers to whom the provisions of paragraph 3 are not applicable shall be deemed to be under the jurisdiction of a Member State in the following cases:
- (a) they use a satellite up-link situated in that Member State;
- (b) although they do not use a satellite uplink situated in that Member State, they use satellite capacity appertaining to that Member State.
- 5. If the question as to which Member State has jurisdiction cannot be determined in accordance with paragraphs 3 and 4, the

- (c) if a media service provider has its head office in a Member State but decisions on the audiovisual media service are taken in a third country, or vice versa, it shall be deemed to be established in the Member State concerned, provided that a significant part of the workforce involved in the pursuit of the
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audiovisual media service activity

operates in that Member State.

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audiovisual media service activity operates in each of those Member States, the media service provider shall be deemed to be established in the Member State where it has its head office. If a significant part of the workforce involved in the pursuit of the audiovisual media service activity operates in neither of those Member States, the media service provider shall be deemed to be established in the Member State where it first began its activity in accordance with the law of that Member State, provided that it maintains a stable and effective link with the economy of that Member State

- (c) if a media service provider has its head office in a Member State but decisions on the audiovisual media service are taken in a third country, or vice versa, it shall be deemed to be established in the Member State concerned, provided that a significant part of the workforce involved in the pursuit of the audiovisual media service activity operates in that Member State.
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involved in the pursuit of the programme-related audiovisual media service activity operates in each of those Member States, the media service provider shall be deemed to be established in the Member State where it has its head office. If a significant part of the workforce involved in the pursuit of the programme-related audiovisual media service activity operates in neither of those Member States, the media service provider shall be deemed to be established in the Member State where it first began its activity in accordance with the law of that Member State, provided that it maintains a stable and effective link with the economy of that Member State

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- 4. Media service providers to whom the provisions of paragraph 3 are not applicable shall be deemed to be under the jurisdiction of a Member State in the following cases:
- (a) they use a satellite up-link situated in that Member State;
- (b) although they do not use a satellite uplink situated in that Member State, they use satellite capacity appertaining to that Member State.
- 5. If the question as to which Member State has jurisdiction cannot be determined in accordance with paragraphs 3 and 4, the

part of the workforce involved in the pursuit of the programme-related audiovisual media service activity operates in each of those Member States, the media service provider shall be deemed to be established in the Member State where it has its head office. If a significant part of the workforce involved in the pursuit of the programme-related audiovisual media service activity operates in neither of those Member States, the media service provider shall be deemed to be established in the Member State where it first began its activity in accordance with the law of that Member State, provided that it maintains a stable and effective link with the economy of that Member State;

- (c) if a media service provider has its head office in a Member State but decisions on the audiovisual media service are taken in a third country, or vice versa, it shall be deemed to be established in the Member State concerned, provided that a significant part of the workforce involved in the pursuit of the audiovisual media service activity operates in that Member State.
- 4. Media service providers to whom the provisions of paragraph 3 are not applicable shall be deemed to be under the jurisdiction of a Member State in the following cases:
- (a) they use a satellite up-link situated in that Member State;
- (b) although they do not use a satellite uplink situated in that Member State, they use satellite capacity appertaining to that Member State.
- 5. If the question as to which Member State has jurisdiction cannot be determined in accordance with paragraphs 3 and 4, the





competent Member State shall be that in which the media service provider is established within the meaning of Articles 49 to 55 of the Treaty on the Functioning of the European Union.

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competent Member State shall be that in which the media service provider is established within the meaning of Articles 49 to 55 of the Treaty on the Functioning of the European Union.

5-a. Member States shall ensure that media service providers inform the competent national regulatory authorities about any changes that may affect the establishment of jurisdiction in accordance with paragraphs 2, 3 and 4.

5a. Member States shall establish and maintain an up-to-date list of the audiovisual media service providers under their jurisdiction and indicate on which criteria set out in paragraphs 2 to 5 ... their jurisdiction is based. Member States shall communicate this list, including any updates, to the Commission. In case of inconsistencies between the lists, the Commission shall contact the Member States concerned in order to find a solution. The Commission shall ensure that the national regulatory authorities have access to this list. To the extent possible, the Commission shall make this information publicly available.

which the media service provider is established within the meaning of Articles 49 to 55 of the Treaty on the Functioning of the European Union.

competent Member State shall be that in

**5a**. Member States shall ensure that media service providers inform the competent national regulatory authorities or bodies about any changes that may affect the determination of jurisdiction in accordance with paragraphs 2, 3 and 4.

**5b.** Member States shall establish and maintain an up-to-date list of the \_\_\_\_ media service providers under their jurisdiction and indicate on which of the criteria set out in paragraphs 2 to 5 their jurisdiction is based. Member States shall communicate that list, including any updates thereto, to the Commission.

The Commission shall ensure that such lists are made available in a centralised database. In the event of inconsistencies between the lists, the Commission shall contact the Member States concerned in order to find a solution. The Commission shall ensure that the national regulatory authorities or bodies have access to that database. The Commission shall make information in the database publicly available.

**5c.** Where, in applying Article 3 or 4, the Member States concerned do not agree on which Member State has jurisdiction, they shall bring the matter to the Commission's attention without undue delay. The Commission may request the European Regulators Group for Audiovisual Media Services (ERGA) to provide an opinion on the matter in accordance with point (d) of Article 30b(3). ERGA shall provide such an opinion within 15 working days from the submission of the Commission's request. The Commission shall keep the Contact Committee established by Article 29 duly informed. When the Commission adopts a

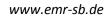
5a. Member States shall communicate to the Commission a list of the audiovisual media service providers under their jurisdiction and the criteria set out in paragraphs 2 to 5 on which their jurisdiction is based. They shall subsequently inform the Commission without undue delay of any changes to that list. The Commission shall ensure that the competent independent regulatory authorities have access to this information.

5a. Member States shall maintain a list of the audiovisual media service providers under their jurisdiction and the criteria set out in paragraphs 2 to 5 on which their jurisdiction is based. That list shall also include information on the Member States to which the audiovisual media service is made available and on the language versions of the service. Member States shall ensure that regulatory authorities and/or bodies share such lists with the Commission and the European Regulators Group for Audiovisual Media Services (ERGA) by means of a central database and make them publicly available. Those lists shall be updated, without undue delay, whenever changes occur.

5b. Where, in applying Articles 3 and 4 of this Directive, the Member States concerned do not agree on which Member State has jurisdiction, they shall bring the matter to the Commission's attention without undue delay. The Commission may request the European Regulators Group for Audiovisual Media Services (ERGA) to provide an opinion on the matter within 15 working days from submission of the Commission's request. If the Commission requests an opinion from ERGA, the time-limits set out in Articles 3(5) and 4(5) shall be suspended until ERGA has adopted an opinion.

5b. Where, in applying Articles 3 and 4 of this Directive, the Member States concerned do not agree on which Member State has jurisdiction, they shall bring the matter to the Commission's attention without undue delay. The Commission may request that the European Regulators Group for Audiovisual Media Services (ERGA) provide an opinion on the matter within 15 working days from submission of the Commission's request. The opinion of ERGA shall also be sent to the contact committee. If the Commission requests an opinion from ERGA, the time-limits set out in Articles 3(5) and 4(5) shall be suspended until ERGA has adopted an

5b. Where, in applying Articles 3 and 4 of this Directive, the Member States concerned do not agree on which Member State has jurisdiction, they shall bring the matter to the Commission's attention without undue delay. The Commission may request the European Regulators Group for Audiovisual Media Services (ERGA) to provide an opinion in accordance with Article 30a(3)(e) on the matter within 15 working days from submission of the Commission's request. The Commission shall keep the Contact Committee duly informed.



EMR
Institut für Europäisches Medienrecht Institute of European Media Law Institut du droit européen des médias

		opinion. The Commission shall decide on which Member State has jurisdiction following the request of the Member State concerned or (following) the opinion provided by ERGA.		decision pursuant to Article 3(2) or (3), or Article 4(5), it shall also decide which Member State has jurisdiction.
6. This Directive does not apply to audiovisual media services intended exclusively for reception in third countries and which are not received with standard consumer equipment directly or indirectly by the public in one or more Member States.	6. This Directive does not apply to audiovisual media services intended exclusively for reception in third countries and which are not received with standard consumer equipment directly or indirectly by the public in one or more Member States.	6. This Directive does not apply to audiovisual media services intended exclusively for reception in third countries and which are not received with standard consumer equipment directly or indirectly by the public in one or more Member States.	6. This Directive does not apply to audiovisual media services intended exclusively for reception in third countries and which are not received with standard consumer equipment directly or indirectly by the public in one or more Member States.	6. This Directive does not apply to audiovisual media services intended exclusively for reception in third countries and which are not received with standard consumer equipment directly or indirectly by the public in one or more Member States.
Article 3	Article 3	Article 3	Article 3	Article 3
1. Member States shall ensure freedom of reception and shall not restrict retransmissions on their territory of audiovisual media services from other Member States for reasons which fall within the fields coordinated by this Directive.	1. Member States shall ensure freedom of reception and shall not restrict retransmissions on their territory of audiovisual media services from other Member States for reasons which fall within the fields coordinated by this Directive.	1. Member States shall ensure freedom of reception and shall not restrict retransmissions on their territory of audiovisual media services from other Member States for reasons which fall within the fields coordinated by this Directive.	1. Member States shall ensure freedom of reception and shall not restrict retransmissions on their territory of audiovisual media services from other Member States for reasons which fall within the fields coordinated by this Directive.	1. Member States shall ensure freedom of reception and shall not restrict retransmissions on their territory of audiovisual media services from other Member States for reasons which fall within the fields coordinated by this Directive.
2. In respect of television broadcasting, Member States may provisionally derogate from paragraph 1 if the following conditions are fulfilled:	2. Member States may provisionally derogate from paragraph 1 if an audiovisual media service provided by a media service provider under the jurisdiction of another Member State:	2. Member States may provisionally derogate from paragraph 1, without prejudice to freedoms of expression and information and media pluralism, if an audiovisual media service provided by a media service provider under the jurisdiction of another Member State:	2. Member States may provisionally derogate from paragraph 1, if an audiovisual media service provided by a media service provider under the jurisdiction of another Member State:	2. A Member State may provisionally derogate from paragraph 1 of this Article where an audiovisual media service provided by a media service provider under the jurisdiction of another Member State manifestly, seriously and gravely infringes point (a) of Article 6(1) or Article 6a(1) or prejudices or presents a serious and grave
(a) a television broadcast coming from another Member State manifestly, seriously and gravely infringes Article 27(1) or (2) and/or Article 6;	(a) manifestly, seriously and gravely infringes Articles 6 or 12, or both;	(a) manifestly, seriously and gravely infringes Articles 6 or 6a(1); or;	(a) manifestly, seriously and gravely infringes Articles 6 or 12 (1);	risk of prejudice to public health.
	<ul><li>(b) prejudices or presents a serious and grave risk of prejudice to public security, including the safeguarding of national security and defence; or</li></ul>	(b) prejudices or presents a serious and grave risk of prejudice to public security or to public health, including the safeguarding of national security and defence.	(b) prejudices or presents a serious and grave risk of prejudice to public security, including the safeguarding of national security and defence; or	
	(c) prejudices or presents a serious and grave risk of prejudice to public health.		(c) prejudices or presents a serious and grave risk of prejudice to public health.	
	<ul><li>3. Member States may only apply paragraph</li><li>2 where the following conditions are met:</li></ul>	Member States may only apply paragraph     where the following conditions are met:	3. Member States may only apply paragraph 2 where the following conditions are met:	The derogation referred to in the first subparagraph shall be subject to the following conditions:





- (b) during the previous 12 months, the broadcaster has infringed the provision(s) referred to in point (a) on at least two prior occasions;
- (c) the Member State concerned has notified the broadcaster and the Commission in writing of the alleged infringements and of the measures it intends to take should any such infringement occur again;

(d) consultations with the transmitting Member State and the Commission have not produced an amicable settlement within 15 days of the notification provided for in point (c), and the alleged infringement persists.

- (a) during the 12 months preceding the notification referred to in point (b) of this paragraph, the media service provider has, in the opinion of the Member State concerned, contravened point (a), (b) or (c) of paragraph 2 on at least two occasions;
- (b) the Member State concerned has notified the media service provider, the Member State which has jurisdiction over the provider and the Commission in writing of the alleged contraventions and of the measures it intends to take should any such alleged contraventions occur again;

- (c) consultations with the Member State which has jurisdiction over the provider and the Commission have not produced an amicable settlement within one month of the notification provided for in point (b);
- (d) the media services provider has contravened point (a), (b) or (c) of paragraph 2 at least once after the notification provided for in point (b) of this paragraph;
- (e) the notifying Member State has respected the rights of defence of the media services provider concerned and, in particular, has given the media services provider the opportunity to express its views on the alleged contraventions and the measures that

- (a) the media service provider has, in the opinion of the Member State concerned, contravened point (a) or (b) of paragraph 2
- (b) the Member State concerned has notified the media service provider, the Member State which has jurisdiction over the provider and the Commission in writing of the alleged contravention and of the measures it intends to take should any such alleged contravention occur again;

- (c) consultations with the Member State which has jurisdiction over the provider and the Commission have not produced an amicable settlement within one month of the notification provided for in point (b);
- (d) the media services provider has contravened point (b) or (c) of paragraph 2 at least once after the notification provided for in point (b) of this paragraph
- (e) the notifying Member State has respected the rights of defence of the media services provider concerned and, in particular, has given the media services provider the opportunity to express its views on the alleged contravention and the measures that

- (a) during the 12 months preceding the notification referred to in point (b) of this paragraph, the broadcaster has, in the opinion of the Member State concerned, infringed point (a), (b) or (c) of paragraph 2 on at least two occasions;
- (b) the Member State concerned has notified the media service provider, the Member State which has jurisdiction over that provider and the Commission in writing of the alleged infringements and of the measures it intends to take should any such alleged infringements occur again;

- (c) consultations with the Member State
   which has jurisdiction over the provider
   and the Commission have not produced
   an amicable settlement within one
   month of the notification provided for in
   point (b);
- (d) the media services provider has contravened point (a), (b) or (c) of paragraph 2 at least once after the notification provided for in point (b) of this paragraph;
- (e) the notifying Member State has respected the rights of defence of the media services provider concerned and, in particular, has given the media services provider the opportunity to express its views on the alleged infringements within a period set out in

- a) during the previous 12 months, the media service provider has on at least two prior occasions already performed one or more instances of conduct described in the first subparagraph;
- b) the Member State concerned has notified the media service provider, the Member State having jurisdiction over that provider and the Commission in writing of the alleged infringements and of the proportionate measures it intends to take should any such infringement occur again;
- the Member State concerned has respected the right of defence of the media service provider and, in particular, has given that provider the opportunity to express its views on the alleged infringements; and
- d) consultations with the Member State having jurisdiction over the media service provider and the Commission have not resulted in an amicable settlement within one month of the Commission's receipt of the notification referred to in point (b).





that Member State intends to take. It shall duly take into account those views as well as the views of the Member State of jurisdiction. that Member State intends to take. It shall duly take into account those views as well as the views of the Member State of jurisdiction.

national law and the measures that the notifying Member State intends to take. It shall duly consider those views as well as the views of the Member State of jurisdiction.

Points (a) and (d) of paragraph 3 shall apply only in respect of linear services.

Points (a) and (d) of paragraph 3 shall apply only in respect of linear services.

3a. Where a Member State which has jurisdiction over a media service provider has received a request for consultation under paragraph 3(c), it shall give due consideration to that request and cooperate sincerely and swiftly with the Member State concerned with a view to reaching an amicable settlement.

The Commission shall, within 2 months following notification of the measures taken by the Member State, take a decision on whether the measures are compatible with Union law. If it decides that they are not, the Member State will be required to put an end to the measures in question as a matter of urgency.

4. The Commission shall, within three months following the notification of the measures taken by the Member State in application of paragraphs 2 and 3 and after having consulted ERGA, take a decision on whether those measures are compatible with Union law. That period shall begin on the day following the receipt of a complete notification.

The notification shall be considered as complete if, within three months from its receipt, or from the receipt of any additional information requested, the Commission does not request any further information. Where the Commission considers the notification as incomplete, it shall request all necessary additional information. The Commission shall inform the Member State of the receipt of the response to that request.

Where the Member State concerned does not provide the information requested within the period fixed by the Commission o where it provides incomplete information, the Commission shall take a decision that the measures taken by the Member State in accordance with paragraph 2 are incompatible with Union law. If the

4. The Commission shall, within three months following the notification of the measures taken by the Member State in application of paragraphs 2 and 3 and after having consulted ERGA take a decision on whether those measures are compatible with Union law. That period shall begin on the day following the receipt of a complete notification.

The notification shall be considered as complete if, within one month from its receipt, or from the receipt of any additional information requested, the Commission does not request any further information. Where the Commission considers the notification as incomplete, it shall request all necessary additional information. The Commission shall inform the Member State of the receipt of the response to that request.

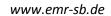
Where the Member State concerned does not provide the information requested within the period fixed by the Commission or where it provides incomplete information, the Commission shall take a decision that the measures taken by the Member State in accordance with paragraph 2 are incompatible with Union law. If the

4. The Commission shall, within three months following the complete notification of the measures taken by the Member State in application of paragraphs 2 and 3 ... take a decision on whether those measures are compatible with Union law. The Commission may request ERGA to provide an opinion in accordance with Article 30a(3)(e). The Commission shall keep the Contact Committee duly informed.

The notification shall be considered as complete if it contains all information necessary to assess the criteria in paragraph 2 and the conditions in paragraph 3 and if, within one month from its receipt ..., the Commission does not request any further information strictly necessary to reach a decision. ...

Where the Member State concerned does not provide this information within the period set out by the Commission, the Commission shall reject the notification on the grounds of incomplete notification. As a result, the Member State shall put an end to the measures in question as a matter of urgency, without prejudice to the possibility

Within three months of the receipt of the notification of the measures taken by the Member State concerned and after having requested ERGA to provide an opinion in accordance with point (d) of Article 30b(3), the Commission shall take a decision on whether those measures are compatible with Union law. The Commission shall keep the Contact Committee duly informed. Where the Commission decides that those measures are not compatible with Union law, it shall require the Member State concerned to put an end to the measures in question as a matter of urgency.

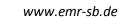




Commission decides that the measures are incompatible with Union law, the Member State shall put an end to the measures in question as a matter of urgency.	Commission decides that the measures are incompatible with Union law, the Member State shall put an end to the measures in question as a matter of urgency within two weeks.	of that Member State submitting a new notification.  4a. The Commission shall examine the	
		compatibility of the notified measures with Union law. Where it comes to the conclusion that these measures are incompatible with Union law, the Commission shall require the Member State concerned to refrain from taking any intended measures or to urgently put an end to those measures.	
		put an end to those measures.	3. A Member State may provisionally derogate from paragraph 1 of this Article where an audiovisual media service provided by a media service provider under the jurisdiction of another Member State manifestly, seriously and gravely infringes point (b) of Article 6(1) or prejudices or presents a serious and grave risk of prejudice to public security, including the safeguarding of national security and defence.  The derogation referred to in the first subparagraph shall be subject to the following conditions: (a) during the previous 12 months the conduct referred to in the first subparagraph occurred at least on one prior occasion; and (b) the Member State concerned has notified the media service provider, the Member State having jurisdiction over that provider and the Commission in writing of the alleged infringement and of the proportionate measures it intends to take should any such infringement occur again. The Member State concerned shall respect the rights of defence of the media service provider concerned and, in particular, give that provider the opportunity to express its views on the
			alleged infringements. Within three months of the receipt of the notification of the measures taken by the Member State concerned and after having requested ERGA to provide an opinion in accordance with point (d) of Article 30b(3), the Commission



				shall take a decision on whether those measures are compatible with Union law. The Commission shall keep the Contact Committee duly informed. Where the Commission decides that those measures are not compatible with Union law, it shall require the Member State concerned to put an end to the measures in question as a matter of urgency.
3. Paragraph 2 shall be without prejudice to the application of any procedure, remedy or sanction to the infringements in question in the Member State which has jurisdiction over the broadcaster concerned.	5. Paragraphs 3 and 4 shall be without prejudice to the application of any procedure, remedy or sanction to the contraventions in question in the Member State which has jurisdiction over the media service provider concerned.	5. Paragraphs 3 and 4 shall be without prejudice to the application of any procedure, remedy or sanction to the <i>contravention</i> in question in the Member State which has jurisdiction over the media service provider concerned.	5. Paragraphs 3 and 4 shall be without prejudice to the application of any procedure, remedy or sanction to the infringements in question in the Member State which has jurisdiction over the media service provider concerned.	4. Paragraphs 2 and 3 shall be without prejudice to the application of any procedure, remedy or sanction to the infringements in question in the Member State which has jurisdiction over the media service provider concerned.
4. In respect of on-demand audiovisual media services, Member States may take measures to derogate from paragraph 1 in respect of a given service if the following conditions are fulfilled:				
(a) the measures are:				
(i) necessary for one of the following reasons:				
public policy, in particular the prevention, investigation, detection and prosecution of criminal offences, including the protection of minors and the fight against any incitement to hatred on grounds of race, sex, religion or nationality, and violations of human dignity concerning individual persons,				
the protection of public health,				
public security, including the safeguarding of national security and defence,				
the protection of consumers, including investors;				





(ii) taken against an on-demand audiovisual media service which				
prejudices the objectives referred				
to in point (i) or which presents a				
serious and grave risk of prejudice to those objectives;				
to those objectives,				
(iii) proportionate to those objectives;				
(b) before taking the measures in question				
and without prejudice to court				
proceedings, including preliminary proceedings and acts carried out in the				
framework of a criminal investigation,				
the Member State has:				
(i) asked the Member State under				
whose jurisdiction the media service provider falls to take				
measures and the latter did not				
take such measures, or they were				
inadequate;				
(ii) notified the Commission and the				
Member State under whose				
jurisdiction the media service provider falls of its intention to take				
such measures.				
5. Member States may, in urgent cases,	6. Member States may, in urgent cases,	6. Member States may, in urgent cases,	6. Without prejudice to point (e) of	5 Member States may, in urgent cases,
derogate from the conditions laid down in point (b) of paragraph 4.	derogate from the conditions laid down in points (b) and (c) of paragraph 3.	derogate from the conditions laid down in points (b) and (c) of paragraph 3.	paragraph 3, Member States may, in urgent cases, derogate from the conditions laid	no later than one month after the alleged infringement, derogate from the conditions
F = 1(1), 2 F = 10 1F			down in points (b) to (d) of paragraph 3.	laid down in points (a) and (b) of paragraph
			In urgent cases that constitute a clear and	3 Where this is the case, the measures
			present risk to public security and without prejudice to point (e) of paragraph 3,	taken shall be notified in the shortest possible time to the Commission and to
			Member States may additionally derogate	the Member State under whose jurisdiction
			from the conditions laid out in point (a) of	the media service provider falls, indicating
			paragraph 3 if the Member State concerned considers that the broadcaster has infringed	the reasons for which the Member State considers that there is urgency.
			point (b) of paragraph 2 on at least one	considers that there is digerity.
			occasion and that Member State	
			provisionally derogates from paragraph 1 within one month following such alleged	
			infringement.	
Where this is the case, the measures shall be	Where this is the case, the measures shall be	Where this is the case, the measures shall be		





notified in the shortest possible time to the Commission and to the Member State under whose jurisdiction the media service provider falls, indicating the reasons for which the Member State considers that there is urgency.

notified in the shortest possible time to the Commission and to the Member State which has jurisdiction over the media service provider, setting out the reasons for which the Member State considers that there is such urgency that derogating from those conditions is necessary.

notified in the shortest possible time to the Commission and to the Member State which has jurisdiction over the media service provider, setting out the reasons for which the Member State considers that there is such urgency that derogating from those conditions is necessary.

paragraph, the measures shall be notified in the shortest possible time to the media service provider, the Commission and to the Member State which has jurisdiction over the media service provider, setting out the reasons for which the Member State considers that there is such urgency that derogating from those conditions referred to in this paragraph is necessary.

6. Without prejudice to the Member State's possibility of proceeding with the measures referred to in paragraphs 4 and 5, the Commission shall examine the compatibility of the notified measures with Union law in the shortest possible time. Where it comes to the conclusion that the measures are incompatible with Union law, the Commission shall ask the Member State in question to refrain from taking any proposed measures or urgently to put an end to the measures in question.

7. Without prejudice to the Member State's possibility of proceeding with the measures referred to in paragraph 6, the Commission shall examine the compatibility of the notified measures with Union law in the shortest possible time. Where it comes to the conclusion that the measures are incompatible with Union law, the Commission shall require the Member State concerned to refrain from taking any intended measures or urgently to put an end to those measures.

7. Without prejudice to the Member State's possibility of proceeding with the measures referred to in paragraph 6, the Commission shall examine the compatibility of the notified measures with Union law in the shortest possible time. Where it comes to the conclusion that the measures are incompatible with Union law, the Commission shall require the Member State concerned to refrain from taking any intended measures or urgently to put an end to those measures within two weeks.

7. ... The Commission shall examine the compatibility of the notified measures with Union law in the shortest possible time. Where it comes to the conclusion that the measures are incompatible with Union law, the Commission shall require the Member State concerned to ... urgently to put an end to those measures ...

\_\_\_\_ The Commission shall examine the compatibility of the notified measures with Union law in the shortest possible time. Where it comes to the conclusion that the measures are incompatible with Union law, the Commission shall require the Member State in question to urgently put an end to those measures.

6. If the Commission lacks information necessary to take a decision pursuant to paragraph 2 or 3, it shall, within one month of the receipt of the notification, request from the Member State concerned all information necessary to reach that decision. The time limit within which the Commission is to take the decision shall be suspended until that Member State has provided such necessary information. In any case, the suspension of the time limit shall not last longer than one month.

8. Member States and the Commission shall regularly exchange experiences and best practices regarding the procedure set out in paragraphs 2 to 7 in the framework of the contact committee established pursuant to Article 29 and ERGA.

8. Member States and the Commission shall regularly exchange experiences and best practices regarding the procedure set out in paragraphs 2 to 7 in the framework of the contact committee ----- and ERGA.

8. Member States and the Commission shall regularly exchange experiences and best practices regarding the procedure set out in paragraphs 2 to 7 in the framework of the contact committee established pursuant to Article 29 and ERGA.

7. Member States and the Commission shall regularly exchange experiences and best practices regarding the procedure set out in this Article in the framework of the Contact Committee and ERGA.





#### Article 4

1. Member States shall remain free to require media service providers under their jurisdiction to comply with more detailed or stricter rules in the fields coordinated by this Directive provided that such rules are in compliance with Union law.

- 2. In cases where a Member State:
- (a) has exercised its freedom under paragraph 1 to adopt more detailed or stricter rules of general public interest; and
- (b) assesses that a broadcaster under the jurisdiction of another Member State provides a television broadcast which is wholly or mostly directed towards its territory;

it may contact the Member State having jurisdiction with a view to achieving a mutually satisfactory solution to any problems posed. On receipt of a substantiated request by the first Member State, the Member State having jurisdiction shall request the broadcaster to comply with the rules of general public interest in question. The Member State having jurisdiction shall inform the first Member State of the results obtained following this request within 2 months. Either Member State may invite the contact committee established pursuant to Article 29 to examine the case.

# Article 4

1. Member States shall remain free to require media service providers under their jurisdiction to comply with more detailed or stricter rules with regard to Articles 5, 6, 6a, provided that such rules are in compliance with Union law.

- 2. In cases where a Member State:
- (a) has exercised its freedom under paragraph 1 to adopt more detailed or stricter rules of general public interest; and
- (b) assesses that a broadcaster under the jurisdiction of another Member State provides a television broadcast which is wholly or mostly directed towards its territory;

it may contact the Member State having jurisdiction with a view to achieving a mutually satisfactory solution to any problems posed. On receipt of a substantiated request by the first Member State, the Member State having jurisdiction shall request the broadcaster to comply with the rules of general public interest in question. The Member State having jurisdiction shall inform the first Member State of the results obtained following this request within 2 months. Either Member State may invite the contact committee established pursuant to Article 29 to examine the case.

### Article 4

- 1. Member States shall remain free to require media service providers under their jurisdiction to comply with more detailed or stricter rules with regard to Articles 5, 6, 6a, 9, 10, 11, 12, 13, 16, 17, 19 to 26, 30 and 30a 7, 9, 10, 11, 13, 16, 17, 19 to 26, 30 and 30a, provided that such rules are in compliance with Union law, respect freedoms of expression, information and media pluralism and do not contain discriminatory provisions relating to the nationality or place of residence of the service provider. Member States shall inform the European Commission, ERGA and the contact committee about any more detailed or stricter measures and publicly disclose them.
  - 2. In cases where a Member State:
  - (a) has exercised its freedom under paragraph 1 to adopt more detailed or stricter rules of general public interest; and
  - (b) assesses that a media service provider under the jurisdiction of another Member State provides an audiovisual media service which is wholly or mostly directed towards its territory;

it may contact the Member State having jurisdiction with a view to achieving a mutually satisfactory solution to any problems posed. On receipt of a substantiated request by the first Member State, the Member State having jurisdiction shall request the media service provider to comply with the rules of general public interest in question. The Member State having jurisdiction shall inform the first Member State of the results obtained following this request within 2 months. Either Member State may invite the contact committee ----- to examine the case.

# Article 4

1. Member States shall remain free to require media service providers under their jurisdiction to comply with more detailed or stricter rules in the fields coordinated by this Directive provided that such rules are in compliance with Union law.

- 2. In cases where a Member State:
- (a) has exercised its freedom under paragraph 1 to adopt more detailed or stricter rules of general public interest; and
- (b) assesses that a media service provider under the jurisdiction of another Member State provides an audiovisual media service which is wholly or mostly directed towards its territory;

it may request the Member State having jurisdiction to address any identified problems under this paragraph. Where a Member State which has jurisdiction over a media service provider has received such a request, it shall cooperate sincerely and swiftly with the Member State concerned with a view to assessing the identified problems and finding a mutually satisfactory solution. On receipt of a substantiated request by the Member State concerned, the Member State having jurisdiction shall request the media service provider to comply with the rules of general public interest in question. When requesting the media service provider to comply with the

- Article 4
- 1. Member States shall remain free to require media service providers under their jurisdiction to comply with more detailed or stricter rules in the fields coordinated by this Directive, provided that such rules are in compliance with Union law.

- 2. Where a Member State:
- (a) has exercised its freedom under paragraph 1 to adopt more detailed or stricter rules of general public interest, and
- (b) assesses that a media service provider under the jurisdiction of another Member State provides an audiovisual media service which is wholly or mostly directed towards its territory,

it may request the Member State having jurisdiction to address any problems identified in relation to this paragraph. Both Member States shall cooperate sincerely and swiftly with a view to achieving a mutually satisfactory solution.

Upon receiving a substantiated request under the first subparagraph, the Member





- 3. The first Member State may adopt appropriate measures against the broadcaster concerned where it assesses that:
- (a) the results achieved through the application of paragraph 2 are not satisfactory; and
- (b) the broadcaster in question has established itself in the Member State having jurisdiction in order to circumvent the stricter rules, in the fields coordinated by this Directive, which would be applicable to it if it were established in the first Member State.
- 3. The first Member State may adopt appropriate measures against the broadcaster concerned where it assesses that:
- (a) the results achieved through the application of paragraph 2 are not satisfactory; and
- (b) the broadcaster in question has established itself in the Member State having jurisdiction in order to circumvent the stricter rules, in the fields coordinated by this Directive, which would be applicable to it if it were established in the first Member State.

The Member State which took steps in accordance with points (a) and (b) of paragraph 2 should substantiate the grounds on which it bases its assessment of the alleged circumvention.

- 3. The first Member State may adopt appropriate measures against the media service provider concerned where it assesses that:
  - (a) the results achieved through the application of paragraph 2 are not satisfactory; and
  - (b) the media service provider in question has established itself in the Member State having jurisdiction in order to circumvent the stricter rules, in the fields coordinated by this Directive, which would be applicable to it if it were established in the first Member State.

The Member State which took steps in accordance with points (a) and (b) of paragraph 2 should substantiate the grounds on which it bases its assessment of the alleged circumvention.

rules of general public interest in question, the Member State having jurisdiction shall fully inform the Member State concerned of its contacts with the media service provider concerned. Either Member State may invite the Contact Committee established pursuant to Article 29 to examine the case.

The Member State having jurisdiction shall inform the Member State concerned and the Commission of the results obtained following the request addressed to the media service provider concerned within 2 months. The Member State having jurisdiction over that media service provider shall explain the reasons where a solution could not be found.

- 3. The first Member State may adopt appropriate and effective measures against the media service provider concerned where:
- (a) it assesses that the results achieved through the application of paragraph 2 are not satisfactory; and

(b) it has adduced credible and duly

substantiated evidence showing that the media service provider in question has established itself in the Member State having jurisdiction in order to circumvent the stricter rules, in the fields coordinated by this Directive, which would be applicable to it if it were established in the first Member State. Such evidence does not have to establish a media service provider's intention to circumvent those stricter rules. However, the Member State concerned shall detail a set of corroborating facts allowing for such circumvention to be reasonably established.

- State having jurisdiction shall request the media service provider to comply with the rules of general public interest in question. The Member State having jurisdiction shall regularly inform the requesting Member State of the steps taken to address the problems identified. Within two months of the receipt of the request, the Member State having jurisdiction shall inform the requesting Member State and the Commission of the results obtained and explain the reasons where a solution could not be found. Either Member State may invite the Contact Committee to examine the case at any time.
- 3. The Member State concerned may adopt appropriate \_\_\_\_ measures against the media service provider concerned where:
- (a) it assesses that the results achieved through the application of paragraph 2 are not satisfactory; and
- (b) it has adduced \_\_\_\_ evidence showing that the media service provider in question has established itself in the Member State having jurisdiction in order to circumvent the stricter rules, in the fields coordinated by this Directive, which would be applicable to it if it were established in the Member State concerned; such evidence shall allow for such circumvention to be reasonably established, without the need to prove the media service provider's intention to circumvent those stricter rules.





Such measures shall be objectively necessary, applied in a non-discriminatory manner and proportionate to the objectives which they pursue.

- 4. A Member State may take measures pursuant to paragraph 3 only if the following conditions are met:
- (a) it has notified the Commission and the Member State in which the broadcaster is established of its intention to take such measures while substantiating the grounds on which it bases its assessment; and

- (b) the Commission has decided that the measures are compatible with Union law, and in particular that assessments made by the Member State taking those measures under paragraphs 2 and 3 are correctly founded.
- 5. The Commission shall decide within 3 months following the notification provided for in point (a) of paragraph 4. If the Commission decides that the measures are incompatible with Union law, the Member State in question shall refrain from taking the proposed measures.

Such measures shall be objectively necessary, applied in a non-discriminatory manner and proportionate to the objectives which they pursue.

- 4. A Member State may take measures pursuant to paragraph 3 only where the following conditions are met:
- (a) it has notified the Commission and the Member State in which the broadcaster is established of its intention to take such measures while substantiating the grounds on which it bases its assessment;
- (b) it has respected the rights of defence of the broadcaster concerned and, in particular, has given the broadcaster the opportunity to express its views on the alleged circumvention and the measures the notifying Member States intends to take;
- (c) the Commission has decided, after having consulted ERGA, that the measures are compatible with Union law, in particular that assessments made by the Member State taking those measures under paragraphs 2 and 3 are correctly founded.
- 5. The Commission shall decide within 3 months following the notification provided for in point (a) of paragraph 4. That period shall begin on the day following the receipt of a complete notification. The notification shall be considered as complete if, within 3 months from its receipt, or from the receipt of any additional information requested, the Commission does not request any further information.

Where the Commission considers the

Such measures shall be objectively necessary, applied in a non-discriminatory manner and proportionate to the objectives which they pursue.

- 4. A Member State may take measures pursuant to paragraph 3 only where the following conditions are met:
- (a) it has notified the Commission and the Member State in which the media service provider is established of its intention to take such measures while substantiating the grounds on which it bases its assessment;
- (b) it has respected the rights of defence of the media service provider concerned and, in particular, has given the media service provider the opportunity to express its views on the alleged circumvention and the measures the notifying Member States intends to take;
- (c) the Commission has decided, after having consulted the contact committee and ERGA, that the measures are compatible with Union law, in particular that assessments made by the Member State taking those measures under paragraphs 2 and 3 are correctly founded.
- 5. The Commission shall decide within three months following the notification provided for in point (a) of paragraph 4. That period shall begin on the day following the receipt of a complete notification. The notification shall be considered as complete if, within one month from its receipt, or from the receipt of any additional information requested, the Commission does not request any further information.

  Where the Commission considers the

Such measures shall be objectively necessary, applied in a non-discriminatory manner and proportionate to the objectives which they pursue.

- 4. A Member State may take measures pursuant to paragraph 3 only where the following conditions are met:
- (a) it has notified the Commission and the Member State in which the media service provider is established of its intention to take such measures while substantiating the grounds on which it bases its assessment;
- (b) it has respected the rights of defence of the media service provider concerned and, in particular, has given the media service provider the opportunity to express its views on the alleged circumvention and the measures the notifying Member States intends to take;
- (c) the Commission has decided ... that the measures are compatible with Union law, in particular that assessments made by the Member State taking those measures under paragraphs 2 and 3 are correctly founded. The Commission may request ERGA to provide an opinion in accordance with Article 30a(3)(e). The Commission shall keep the Contact Committee duly informed.
- 5. The Commission shall decide within 3 months following the complete notification provided for in point (a) of paragraph 4. ... The notification shall be considered as complete if, within one month from its receipt, ... the Commission does not request any further information strictly necessary to reach a decision..

Such measures shall be objectively necessary, applied in a non-discriminatory manner and proportionate to the objectives which they pursue.

- 4. A Member State may take measures pursuant to paragraph 3 only where the following conditions are met:
- (a) it has notified the Commission and the Member State in which the media service provider is established of its intention to take such measures while substantiating the grounds on which it bases its assessment;
- (b) it has respected the rights of defence of the media service provider concerned and, in particular, has given that media service provider the opportunity to express its views on the alleged circumvention and the measures the notifying Member State intends to take; and
- (c) the Commission has decided, after having requested ERGA to provide an opinion in accordance with point (d) of Article 30b(3), that the measures are compatible with Union law, in particular that assessments made by the Member State taking the measures under paragraphs 2 and 3 of this Article are correctly founded; the Commission shall keep the Contact Committee duly informed.
- 5. Within three months of the receipt of the notification provided for in point (a) of paragraph 4, the Commission shall take the decision on whether those measures are compatible with Union law. Where the Commission decides that those measures are not compatible with Union law, it shall require the Member State concerned to refrain from taking the intended measures. If the Commission lacks information necessary to take the decision pursuant to the first





6. Member States shall, by appropriate

means, ensure, within the framework of

7. Member States shall encourage coregulation and/or self-regulatory regimes at

national level in the fields coordinated by

this Directive to the extent permitted by

their legal systems. These regimes shall be

such that they are broadly accepted by the

main stakeholders in the Member States

concerned and provide for effective

enforcement.

providers under their jurisdiction effectively comply with the provisions of this Directive.

their legislation, that media service

notification as incomplete, it shall request all necessary additional information. The Commission shall inform the Member State of the receipt of the response to that request.

Where the Member State concerned does not provide the information requested within the period fixed by the Commission or provides incomplete information, the Commission shall take a decision that the measures taken by the Member State in accordance with paragraph 3 are incompatible with Union law. If the Commission decides that the measures are incompatible with Union law, the Member State in question shall refrain from taking the intended measures.

- 6. Member States shall, by appropriate means, ensure, within the framework of their legislation, that media service providers under their jurisdiction effectively comply with the provisions of this Directive.
- 7. Member States shall encourage coregulation and self-regulation through codes of conduct adopted at national level in the fields coordinated by this Directive to the extent permitted by their legal systems. Those codes shall be such that they are broadly accepted by the main stakeholders in the Member States concerned \_\_\_\_. The codes of conduct shall clearly and unambiguously set out their objectives. They shall provide for regular, transparent and independent monitoring and evaluation of the achievement of the objectives aimed at. They shall provide for effective enforcement including when appropriate effective and proportionate sanctions. Draft Union codes of conduct referred to in Articles 6a (3), 9(2) and 9(4) and amendments or extensions to existing Union codes of conduct shall be submitted to the

notification as incomplete, it shall request all necessary additional information. The Commission shall inform the Member State of the receipt of the response to that request.

Where the Member State concerned does not provide the information requested within the period fixed by the Commission or provides incomplete information, the Commission shall take a decision that the measures taken by the Member State in accordance with paragraph 3 are incompatible with Union law. If the Commission decides that the measures are incompatible with Union law, the Member State in question shall refrain from taking the intended measures.

- 6. Member States shall, by appropriate means, ensure, within the framework of their legislation, that media service providers under their jurisdiction effectively comply with the provisions of this Directive.
- 7. The European Commission and the Member States shall encourage and facilitate self- and co-regulation through codes of conduct adopted at national level in the fields coordinated by this Directive to the extent permitted by their legal systems. Those codes shall be broadly accepted by stakeholders acting under the jurisdiction of the Member States concerned. The codes of conduct shall clearly and unambiguously set out their objectives. Regulatory authorities and /or bodies shall provide for regular, transparent and independent monitoring and evaluation of the achievement of the objectives aimed at in these codes. The codes shall provide for effective and transparent enforcement by the regulatory authorities and /or bodies, including --effective and proportionate sanctions. The ERGA shall encourage media service

Where the Member State concerned does not provide the information requested within the period set out by the Commission, the Commission shall reject the notification on the grounds of incomplete notification.

As a result, the Member State ... shall refrain from taking the intended measures.

the receipt of the notification, request from the Member State concerned all information necessary to reach that decision. The time limit within which the Commission is to take the decision shall be suspended until that Member State has provided such necessary information. In any case, the suspension of the time limit shall not last longer than one month.

subparagraph, it shall, within one month of

6. Member States shall, by appropriate means, ensure, within the framework of their legislation, that media service providers under their jurisdiction effectively comply with the provisions of this Directive.

20

6. Member States shall, by appropriate means, ensure, within the framework of their national law, that media service providers under their jurisdiction effectively comply with \_\_\_\_ this Directive.

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<sup>20</sup> 

Vgl. Art. 4a

Vgl. Art. 4a





Commission by the signatories of these

The Commission may ask ERGA to give an opinion on the drafts, amendments or extensions of those codes. The Commission may publish those codes as appropriate.

providers to exchange best practises on coregulatory systems across the Union. In co-operation with the Member States, the Commission shall facilitate the development of Union codes of conduct where appropriate in accordance with the principles of subsidiarity and proportionality and in consultation with the contact committee, the ERGA and media service providers taking identified best practices into account. Draft Union codes of conduct and amendments or extensions to existing Union codes of conduct ----- shall be submitted to the Commission by the signatories of these codes. The Commission shall give appropriate publicity to those codes in order to promote the exchange of best practice.

The ERGA shall provide the Commission and the contact committee with a regular, transparent and independent monitoring and evaluation of the achievement of the objectives aimed at in these Union codes of conduct.

- 7a. If a national independent regulatory body and / or authority concludes that any code of conduct or parts of it have proven to be not effective enough the Member State of this regulatory body and / or authority remains free to require media service providers under their jurisdiction to comply with more detailed or stricter rules in comliance with this directive, Union law and in respect of freedom of expression, information, and media pluralism. Such legislation has to be reported to the Commission without undue delay.
- 8. Directive 2000/31/EC shall apply unless otherwise provided for in this Directive. In the event of a conflict between a provision of Directive 2000/31/EC and a provision of this Directive, the provisions of this Directive shall prevail, unless otherwise provided for in this Directive.
- 7. Directive 2000/31/EC shall apply unless otherwise provided for in this Directive. In the event of a conflict between a provision of Directive 2000/31/EC and a provision of this Directive, the provisions of this Directive shall prevail, unless otherwise provided for in this Directive.

7. Directive 2000/31/EC shall apply unless otherwise provided for in this Directive. In the event of a conflict between \_\_\_\_ Directive 2000/31/EC and \_\_\_\_ this Directive, \_\_\_\_ this Directive shall prevail, unless otherwise provided for in this Directive.

8. Directive 2000/31/EC shall apply unless otherwise provided for in this Directive. In the event of a conflict between a provision of Directive 2000/31/EC and a provision of this Directive, the provisions of this Directive shall prevail, unless otherwise provided for in this Directive.

8. Directive 2000/31/EC shall apply unless otherwise provided for in this Directive. In the event of a conflict between a provision of Directive 2000/31/EC and a provision of this Directive, the provisions of this Directive shall prevail, unless otherwise provided for in this Directive.





[**Art. 7(7)** of the Commissions' proposal]<sup>22</sup> 7. Member States shall encourage coregulation and self-regulation through codes of conduct adopted at national level in the fields coordinated by this Directive to the extent permitted by their legal systems. Those codes shall be such that they are broadly accepted by the main stakeholders in the Member States concerned \_\_\_\_. The codes of conduct shall clearly and unambiguously set out their objectives. They shall provide for regular, transparent and independent monitoring and evaluation of the achievement of the objectives aimed at. They shall provide for effective enforcement, including when appropriate effective and proportionate sanctions. Draft Union codes of conduct referred to in Articles 6a (3), 9(2) and 9(4) and amendments or extensions to existing Union codes of conduct shall be submitted to the Commission by the signatories of these codes.

The Commission may ask ERGA to give an opinion on the drafts, amendments or extensions of those codes. The Commission may publish those codes as appropriate.

[Art. 7(7) of the Parliaments' amendment] 7. The European Commission and the Member States shall encourage and facilitate self- and co-regulation through codes of conduct adopted at national level in the fields coordinated by this Directive to the extent permitted by their legal systems. Those codes shall be broadly accepted by stakeholders acting under the jurisdiction of the Member States concerned. The codes of conduct shall clearly and unambiguously set out their objectives. Regulatory authorities and /or bodies shall provide for regular, transparent and independent monitoring and evaluation of the achievement of the objectives aimed at in these codes. The codes shall provide for effective and transparent enforcement by the regulatory authorities and /or bodies, including ----- effective and proportionate sanctions. The ERGA shall encourage media service providers to exchange best practises on co-regulatory systems across the Union. *In co-operation with the Member States, the* Commission shall facilitate the development of Union codes of conduct where appropriate in accordance with the principles of subsidiarity and proportionality and in consultation with the contact committee, the ERGA and media service providers taking identified best practices into account. Draft Union codes of conduct and amendments or extensions to existing Union codes of conduct ----- shall be submitted to the Commission by the signatories of these codes. The Commission shall give appropriate publicity to those codes in order to promote the exchange of best practice. The ERGA shall provide the Commission and the contact committee with a regular, transparent and independent monitoring and evaluation of the achievement of the objectives aimed at in these Union codes of

conduct.

#### **Article 4a**

- 1. Member States are encouraged to use coregulation and to foster self-regulation through codes of conduct adopted at national level in the fields coordinated by this Directive to the extent permitted by their legal systems. Those codes shall:
- be broadly accepted by the main stakeholders \_\_\_\_ in the Member States concerned,
- clearly and unambiguously set out their objectives,
- c) \_\_\_\_ provide for regular, transparent and independent monitoring and evaluation of the achievement of the objectives aimed at \_\_\_\_, and
- d) provide for effective enforcement.
- 2. Member States and the Commission may foster self-regulation through Union codes of conduct drawn up by media service providers, video-sharing platform service providers or organisations representing them, in cooperation, as necessary, with other sectors such as industry, trade, professional and consumer associations or organisations. These codes shall be broadly accepted by the main stakeholders at Union level and shall comply with points (b) to (d) of paragraph 1. The Union codes of conduct shall be without prejudice to the national codes of conduct.

The Commission shall make these codes publicly available and may give them appropriate publicity.

# Article 4a

- 1. Member States shall encourage the use of co-regulation and the fostering of self-regulation through codes of conduct adopted at national level in the fields coordinated by this Directive to the extent permitted by their legal systems. Those codes shall:
- be such that they are broadly accepted by the main stakeholders in the Member States concerned;
- b) clearly and unambiguously set out their objectives;
- c) provide for regular, transparent and independent monitoring and evaluation of the achievement of the objectives aimed at; and
- d) provide for effective enforcement including effective and proportionate sanctions.
- 2. Member States and the Commission may foster self-regulation through Union codes of conduct drawn up by media service providers, video-sharing platform service providers or organisations representing them, in cooperation, as necessary, with other sectors such as industry, trade, professional and consumer associations or organisations. Those codes shall be such that they are broadly accepted by the main stakeholders at Union level and shall comply with points (b) to (d) of paragraph 1.

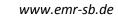
The Union codes of conduct shall be without prejudice to the national codes of conduct. In cooperation with the Member States, the Commission shall facilitate the development of Union codes of conduct, where

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To compare the intentions of trilogue parties and to give a better overview Art. 7(7) was inserted at this point.

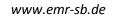


	7a. If a national independent regulatory body and / or authority concludes that any code of conduct or parts of it have proven to be not effective enough the Member State of this regulatory body and / or authority remains free to require media service providers under their jurisdiction to comply with more detailed or stricter rules in comliance with this directive, Union law and in respect of freedom of expression, information, and media pluralism. Such legislation has to be reported to the Commission without undue delay.	The draft Union codes of conduct and amendments thereof shall be submitted to the Commission by the signatories of these codes. The Commission shall consult the Contact Committee on those draft codes or amendments thereof.	appropriate, in accordance with the principles of subsidiarity and proportionality.  The signatories of Union codes of conduct shall submit the drafts of those codes and amendments thereto to the Commission. The Commission shall consult the Contact Committee on those draft codes or amendments thereto.  The Commission shall make the Union codes of conduct publicly available and may give them appropriate publicity.
			3. Member States shall remain free to require media service providers under their jurisdiction to comply with more detailed or stricter rules in compliance with this Directive and Union law, including where their national independent regulatory authorities or bodies conclude that any code of conduct or parts thereof have proven not to be sufficiently effective. Member States shall report such rules to the Commission without undue delay.



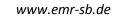


CHAPTER III PROVISIONS APPLICABLE TO ALL AUDIOVISUAL MEDIA SERVICES	CHAPTER III PROVISIONS APPLICABLE TO AUDIOVISUAL MEDIA SERVICES	CHAPTER III PROVISIONS APPLICABLE TO AUDIOVISUAL MEDIA SERVICES	CHAPTER III PROVISIONS APPLICABLE TO AUDIOVISUAL MEDIA SERVICES	CHAPTER III PROVISIONS APPLICABLE TO AUDIOVISUAL MEDIA SERVICES
Article 5	Article 5	Article 5	Article 5	Article 5
Member States shall ensure that audiovisual media service providers under their jurisdiction shall make easily, directly and permanently accessible to the recipients of a service at least the following information:	Member States shall ensure that audiovisual media service providers under their jurisdiction shall make easily, directly and permanently accessible to the recipients of a service at least the following information:	Member States shall ensure that a media service provider under their jurisdiction shall make easily, directly and permanently accessible to the recipients of a service at least the following information:	1a. Member States shall ensure that media service providers under their jurisdiction shall make easily, directly and permanently accessible to the recipients of a service at least the following information:	1. Each Member State shall ensure that a media service provider under its jurisdiction shall make easily, directly and permanently accessible to the recipients of a service at least the following information:
(a) the name of the media service provider;	(a) the name of the media service provider;	(a) the name of the media service provider;	(a) the name of the media service provider;	(a) its name;
(b) the geographical address at which the media service provider is established;	(b) the geographical address at which the media service provider is established;	(b) the geographical address at which the media service provider is established;	(b) the geographical address at which the media service provider is established;	(b) the geographical address at which it is established;
(c) the details of the media service provider, including its electronic mail address or website, which allow it to be contacted rapidly in a direct and effective manner;	(c) the details of the media service provider, including its electronic mail address or website, which allow it to be contacted rapidly in a direct and effective manner;	(c) the details of the media service provider, including its electronic mail address or website, which allow it to be contacted rapidly in a direct and effective manner;	(c) the details of the media service provider, including its electronic mail address or website, which allow it to be contacted rapidly in a direct and effective manner;	(c) the details, including its email address or website, which allow it to be contacted rapidly in a direct and effective manner;
(d) where applicable, the competent regulatory or supervisory bodies.	(d) the Member State having jurisdiction over the media service providers and the competent regulatory authorities or supervisory bodies.	(d) the Member State having jurisdiction over the media service provider and the competent regulatory bodies and / or authorities or supervisory bodies.	(d) the Member State having jurisdiction over the media service providers and the competent regulatory authorities or supervisory bodies.	(d) the Member State having jurisdiction over it and the competent regulatory authorities or bodies or supervisory bodies.
			1b. Member States may adopt legislative measures providing that, in addition to the information listed in paragraph 1, audiovisual media service providers under their jurisdiction make accessible information concerning their ownership structure, including the beneficial owners, as well as information related to politically exposed persons who own media service providers, provided that such measures respect the essence of the fundamental rights and freedoms concerned and are necessary and proportionate in a democratic society to safeguard an objective of general interest.	2. Member States may adopt legislative measures providing that, in addition to the information listed in paragraph 1, media service providers under their jurisdiction make accessible information concerning their ownership structure, including the beneficial owners Such measures shall respect the fundamental rights concerned, such as the private and family life of beneficial owners. Such measures shall be necessary and proportionate and shall aim to pursue an objective of general interest.



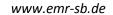


Article 6	Article 6	Article 6	Article 6	Article 6
Member States shall ensure by appropriate means that audiovisual media services provided by media service providers under their jurisdiction do not contain any incitement to hatred based on race, sex, religion or nationality.	Member States shall ensure by appropriate means that audiovisual media services provided by media service providers under their jurisdiction do not contain any incitement to violence or hatred directed against a group of persons or a member of such a group defined by reference to sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation.	Member States shall ensure by appropriate means that audiovisual media services provided by media service providers under their jurisdiction do not contain any	Member States shall ensure by appropriate means that audiovisual media services provided by media service providers under their jurisdiction do not contain any	1. Without prejudice to the obligation of Member States to respect and protect human dignity, Member States shall ensure by appropriate means that audiovisual media services provided by media service providers under their jurisdiction do not contain any:
		a) incitement undermining human dignity;		
		aa) incitement to violence or hatred directed against a person or a group of persons defined by reference to nationality, sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age, gender, gender expression, gender identity, sexual orientation, residence status or health;	aa) incitement to violence or hatred directed against a group of persons or a member of such a group defined by reference to sex, racial or ethnic origin, nationality, religion or belief, disability, age or sexual orientation;	(a) incitement to violence or hatred directed against a group of persons or a member of a group based on any of the grounds referred to in Article 21 of the Charter;
		ab) incitement to terrorism.	ab) public provocation to commit a terrorist offence as set out in Article 5 of Directive (EU) 2017/541 on combating terrorism.	(b) public provocation to commit a terrorist offence as set out in Article 5 of Directive (EU) 2017/541.
				2. The measures taken for the purposes of this article shall be necessary and proportionate and shall respect the rights and observe principles set out in the Charter.
	Article 6a	Article 6a		Article 6a
		1. Member States shall take appropriate, proportionate and efficient measures to ensure that audiovisual media services provided by media service providers under their jurisdiction, which may impair the physical, mental or moral development of minors are only made available in such a way as to ensure that minors will not normally hear or see them. Such measures may include selecting the time of the broadcast, age verification tools or other technical		1. Member States shall take appropriate measures to ensure that audiovisual media services provided by media service providers under their jurisdiction which may impair the physical, mental or moral development of minors are only made available in such a way as to ensure that minors will not normally hear or see them. Such measures may include selecting the time of the broadcast, age verification tools or other technical measures. They shall be
		measures. They shall be proportionate to the		proportionate to the potential harm of the





Member States shall encourage media		1. Member States shall, without undue	1. Member States shall ensure that media	1. Member States shall ensure, without
Article 7	(deleted)	Article 7	Article 7	Article 7
	3. The Commission and ERGA shall encourage media service providers to exchange best practices on co-regulatory systems across the Union. Where appropriate, the Commission shall facilitate the development of Union codes of conduct.	5. The Commission and ERGA shall encourage media service providers to exchange best practices on self- and coregulatory systems across the Union. Where appropriate, the Commission shall facilitate the development of Union codes of conduct.		4. The Commission shall encourage media service providers to exchange best practices on co-regulatory codes of conduct. Member States and the Commission may foster self-regulation, for the purposes of this Article, through Union codes of conduct as referred to in Article 4a(2).
	2. For the implementation of this Article, Member States shall encourage coregulation.	4. For the implementation of this Article, Member States shall encourage self- and coregulation.		4. The Commission shall encourage media
		3. Member States shall ensure that the measures taken to protect minors from audiovisual media services provided by media services providers under their jurisdiction, which may impair their physical or mental development, are necessary and proportionate and fully respect the obligations set out in the Charter, in particular those set out in Title III and Article 52 thereof.		For the implementation of this paragraph, Member States shall encourage the use of co-regulation as provided for in Article 4a(1).
	1. Member States shall ensure that audiovisual media service providers provide sufficient information to viewers about content which may impair the physical, mental or moral development of minors. For this purpose, Member States may use a system of descriptors indicating the nature of the content of an audiovisual media service.	2. Member States shall ensure that media service providers provide sufficient information to viewers about content which may impair the physical or mental development of minors. For this purpose, Member States may use a system of descriptors indicating the nature of the content of an audiovisual media service.		3. Member States shall ensure that media service providers provide sufficient information to viewers about content which may impair the physical, mental or moral development of minors. For this purpose, media service providers shall use a system describing the potentially harmful nature of the content of an audiovisual media service.
		potential harm of the programme and shall not lead to any additional processing of personal data and be without prejudice to Article 8 of Regulation (EU) 2016/679. The most harmful content, such as gratuitous violence and pornography, shall be subject to the strictest measures.		programme. The most harmful content, such as gratuitous violence and pornography, shall be subject to the strictest measures.  2. Personal data of minors collected or otherwise generated by media service providers pursuant to paragraph 1 shall not be processed for commercial purposes, such as direct marketing, profiling and behaviourally targeted advertising.





delay, develop measures to ensure that services provided by media service providers under their jurisdiction are made continuously and progressively more accessible to people with disabilities. These measures shall be developed in consultation with relevant stakeholders, including media service providers and organisations of persons with disabilities.

- 2. The measures referred to in paragraph 1 shall include a requirement that media service providers report on an annual basis to Member States about the steps taken and progress made in respect of progressively making their services more accessible to persons with disabilities. Member States shall report to the Commission on the steps taken by media service providers under their jurisdiction.
- 3. The measures referred to in paragraph 1 shall encourage media service providers to develop, in cooperation with the representatives of groups of persons with disabilities and regulatory bodies, accessibility action plans in respect of progressively making their services more accessible to persons with disabilities. Such action plans shall be developed without undue delay and communicated to national regulatory bodies.
- 4. Measures adopted on the basis of paragraphs 1 to 3 shall be notified to the European Commission, the contact committee and ERGA without undue delay. The Commission and the ERGA shall facilitate the exchange of best practices between media service providers.
- 5. Member States shall ensure that emergency information, including public communications and announcements in natural disaster situations, which is being made available to the public through audiovisual media services, is provided in an

service providers under their jurisdiction develop appropriate and proportionate measures to enable their services to be made progressively accessible to people with a visual or hearing disability.

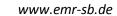
2. Member States shall ensure that media service providers report, on a regular basis, to the national regulatory authorities or bodies on the implementation of the measures referred to in paragraph 1.

- undue delay, that services provided by media service providers under their jurisdiction are made continuously and progressively more accessible to people with disabilities through proportionate measures.
- 2. Member States shall ensure that media service providers report on a regular basis to the national regulatory authorities or bodies on the implementation of the measures referred to in paragraph 1. By 19. December 2022 and every three years thereafter, Member States shall report to the Commission on the implementation of paragraph 1.
- 3. Member States shall encourage media service providers to develop accessibility action plans in respect of continuously and progressively making their services more accessible to persons with disabilities. Any such action plan shall be communicated to national regulatory authorities or bodies.
- 4. Each Member State shall designate a single, easily accessible, including by persons with disabilities, and publicly available online point of contact for providing information and receiving complaints regarding any accessibility issues referred to in this Article.

- 3. Member States shall ensure that emergency information, including public communications and announcements in natural disaster situations, which is made public through audiovisual media services, is provided in a manner which is accessible to
- 5. Member States shall ensure that emergency information, including public communications and announcements in natural disaster situations, which is made available to the public through audiovisual media services, is provided in a manner which is accessible to persons with

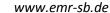


	manner which is accessible to persons with disabilities, including subtitles for the deaf and hard of hearing, audio messages and audio descriptions for any visual information and, where practicable, with sign language interpretation.  6. Member States shall ensure that media service providers aim, through their content acquisition, programming and editorial policies, to deliver access services as part of content producers packages.  7. Member States shall encourage media service providers to enable consumers to find and watch accessible content, and to make their websites, media-players, online applications and mobile-based services, including mobile apps, used for the provision of the service, more accessible in a consistent and adequate way for users' perception, operation and understanding, and in a robust way which facilitates interoperability with a variety of user agents and assistive technologies available at Union and international level.		disabilities.
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		Article 7a		Article 7a
		Member States remain free to impose obligations to ensure the appropriate prominence of audiovisual media services of general interest.  Such measures shall be proportionate and meet objectives of general interest, such as media pluralism, freedom of speech, cultural diversity and gender equality, which shall be clearly defined by Member States in accordance with Union law.'		Member States may take measures to ensure the appropriate prominence of audiovisual media services of general interest.
		Article 7b		Article 7b
		Member States shall ensure that the programmes and services of media service providers are not modified or overlayed without their explicit consent except for services initiated by the recipient of a service for private use.'		Member States shall take appropriate and proportionate measures to ensure that audiovisual media services provided by media service providers are not, without the explicit consent of those providers, overlaid for commercial purposes or modified. For the purposes of this Article, Member States shall specify the regulatory details, including exceptions, notably in relation to safeguarding the legitimate interests of users while taking into account the legitimate interests of the media service providers that originally provided the audiovisual media services.
Article 8	Article 8	Article 8	Article 8	Article 8
Member States shall ensure that media service providers under their jurisdiction do not transmit cinematographic works outside periods agreed with the rights holders.	Member States shall ensure that media service providers under their jurisdiction do not transmit cinematographic works outside periods agreed with the rights holders.	Member States shall ensure that media service providers under their jurisdiction do not transmit cinematographic works outside periods agreed with the rights holders.	Member States shall ensure that media service providers under their jurisdiction do not transmit cinematographic works outside periods agreed with the rights holders.	Member States shall ensure that media service providers under their jurisdiction do not transmit cinematographic works outside periods agreed with the rights holders.
Article 9	Article 9	Article 9	Article 9	Article 9
1. Member States shall ensure that audiovisual commercial communications provided by media service providers under their jurisdiction comply with the following requirements:	1. Member States shall ensure that audiovisual commercial communications provided by media service providers under their jurisdiction comply with the following requirements:	1. Member States shall ensure that audiovisual commercial communications provided by media service providers under their jurisdiction comply with the following requirements:	1. Member States shall ensure that audiovisual commercial communications provided by media service providers under their jurisdiction comply with the following requirements:	1. Member States shall ensure that audiovisual commercial communications provided by media service providers under their jurisdiction comply with the following requirements:





(a)	audiovisual commercial communication shall be readily recognisable as such. Surreptitious audiovisual commercial communication shall be prohibited;
(b)	audiovisual commercial communications shall not use subliminatechniques;

- (c) audiovisual commercial communications shall not:
  - (i) prejudice respect for human dignity;
  - (ii) include or promote any discrimination based on sex, racial or ethnic origin, nationality, religion or belief, disability, age or sexual orientation;
  - (iii) encourage behaviour prejudicial to health or safety;
  - (iv) encourage behaviour grossly prejudicial to the protection of the environment;
- (d) all forms of audiovisual commercial communications for cigarettes and other tobacco products shall be prohibited;
- (e) audiovisual commercial communications for alcoholic beverages shall not be aimed specifically at minors and shall not encourage immoderate consumption of such beverages;
- (f) audiovisual commercial communication for medicinal products and medical treatment available only on prescription in the Member State within whose jurisdiction the media service provider

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  - (ii) include or promote any discrimination based on sex, racial or ethnic origin, nationality, religion or belief, disability, age or sexual orientation;
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- (f) audiovisual commercial communication for medicinal products and medical treatment available only on prescription in the Member State within whose jurisdiction the media service provider

- (a) audiovisual commercial communications shall be readily recognisable as such and distinguishable from editorial content.
   Surreptitious audiovisual commercial communication shall be prohibited;
- b) audiovisual commercial communications shall not use subliminal techniques;
- (c) audiovisual commercial communications shall not:
  - (i) prejudice respect for human dignity;
  - (ii) include or promote any discrimination based on sex, racial or ethnic origin, nationality, religion or belief, disability, age or sexual orientation:
  - (iii) encourage behaviour prejudicial to health or safety;
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  - (iii) encourage behaviour prejudicial to health or safety;
  - (iv) encourage behaviour grossly prejudicial to the protection of the environment;
- (d) all forms of audiovisual commercial communications for cigarettes and other tobacco products, as well as for electronic cigarettes and refill containers covered by Article 20 of the Directive 2014/40/EU shall be prohibited;
- e) audiovisual commercial communications for alcoholic beverages shall not be aimed specifically at minors and shall not encourage immoderate consumption of such beverages;
- (f) audiovisual commercial communication for medicinal products and medical treatment available only on prescription in the Member State within whose jurisdiction the media service provider

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falls shall be prohibited;

- (g) audiovisual commercial communications shall not cause physical or moral detriment to minors. Therefore they shall not directly exhort minors to buy or hire a product or service by exploiting their inexperience or credulity, directly encourage them to persuade their parents or others to purchase the goods or services being advertised, exploit the special trust minors place in parents, teachers or other persons, or unreasonably show minors in dangerous situations.
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- 2. Audiovisual commercial communications for alcoholic beverages in on-demand audiovisual media services, with the exception of sponsorship and product placement, shall comply with the criteria set out in Article 22.

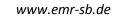
- 2. Member States and the Commission shall encourage media service providers to develop codes of conduct regarding inappropriate audiovisual commercial communications, accompanying or included in children's programmes, of foods and beverages containing nutrients and substances with a nutritional or physiological effect, in particular those such as fat, transfatty acids, salt/sodium and sugars, excessive intakes of which in the overall diet are not recommended.
- 2. Member States and the Commission shall encourage the development of self- and coregulatory codes of conduct regarding inappropriate audiovisual commercial communications, accompanying or included in programmes with a significant children's audience, of foods and beverages containing nutrients and substances with a nutritional or physiological effect, excessive intakes of which in the overall diet are not recommended, in particular fat, trans-fatty acids, salt or sodium and sugars. Those codes should be used to effectively reduce the exposure of minors to audiovisual commercial communications of foods and beverages that are high in salt, sugars or fat or that otherwise do not fit national or international nutritional guidelines. Those codes should provide that the audiovisual commercial communications are not to emphasise the positive quality of the nutritional aspects of such foods and beverages. The Commission and ERGA shall encourage
- encourage the development of self- and coregulatory codes of conduct regarding inappropriate audiovisual commercial communications, accompanying or included in children's programmes, of foods and beverages containing nutrients and substances with a nutritional or physiological effect, excessive intakes of which in the overall diet are not recommended, in particular fat, trans-fatty acids, salt or sodium and sugars. Those codes shall aim to effectively reduce the exposure of children to audiovisual commercial communications of such foods and beverages They shall aim to provide that the audiovisual commercial communications do not to emphasise the

positive quality of the nutritional aspects of

such foods and beverages.

3. Member States and the Commission shall

- 2. Member States are encouraged to use coregulation and to foster self-regulation through codes of conduct as provided for in Article 4a(1) regarding inappropriate audiovisual commercial communications, accompanying or included in children's programmes, of foods and beverages containing nutrients, and substances with a nutritional or physiological effect, \_\_\_ in particular fat, saturated fats, trans-fatty acids, salt or sodium and sugars, of which excessive intakes in the overall diet are not recommended.
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- 4. Member States shall encourage the use of co-regulation and the fostering of self-regulation through codes of conduct as provided for in Article 4a(1) regarding inappropriate audiovisual commercial communications, accompanying or included in children's programmes, for foods and beverages containing nutrients and substances with a nutritional or physiological effect, in particular fat, \_\_\_\_ trans-fatty acids, salt or sodium and sugars, of which excessive intakes in the overall diet are not recommended.
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the exchange of best practices on self- and co-regulatory systems across the Union. Where appropriate, the Commission shall facilitate the development of Union codes of conduct.			
3. Member States and the Commission shall encourage the development of self- and coregulatory codes of conduct regarding inappropriate audiovisual commercial communications for alcoholic beverages. Those codes should be used to effectively limit the exposure of minors to audiovisual commercial communications for alcoholic beverages.	2. Member States and the Commission shall encourage the development of self- and coregulatory codes of conduct regarding inappropriate audiovisual commercial communications for alcoholic beverages. Those codes shall aim to effectively reduce the exposure of minors to inappropriate audiovisual commercial communications for alcoholic beverages.	3. Member States are encouraged to use coregulation and to foster self-regulation through codes of conduct as provided for in Article 4a(1) regarding inappropriate audiovisual commercial communications for alcoholic beverages. Those codes shall aim to effectively limit the exposure of minors to audiovisual commercial communications for alcoholic beverages.	3. Member States shall encourage the use of co-regulation and the fostering of self-regulation through codes of conduct as provided for in Article 4a(1) regarding inappropriate audiovisual commercial communications for alcoholic beverages. Those codes shall aim to effectively reduce the exposure of minors to audiovisual commercial communications for alcoholic beverages.
4. The Commission and ERGA shall encourage the exchange of best practices on self- and co-regulatory systems across the Union. If considered appropriate, the Commission shall facilitate the development of Union codes of conduct.	4. The Commission and ERGA shall ensure the exchange of best practices on self- and co-regulatory systems across the Union. Where necessary, the Commission and the ERGA shall facilitate, in co-operation with the Member States, the development, the promotion and the adoption of Union codes of conduct.	4. The Commission shall encourage the exchange of best practices on self- and coregulatory codes of conduct referred to in paragraphs 2 and 3.	<b>5.</b> Member States and the Commission may foster self-regulation, for the purposes of this Article, through Union codes of conduct as referred to in Article 4a(2).
		4a. Member States and the Commission may foster self-regulation through Union codes of conduct referred to in Article 4a(2).	





### Article 10

- 1. Audiovisual media services or programmes that are sponsored shall meet the following requirements:
- (a) their content and, in the case of television broadcasting, their scheduling shall in no circumstances be influenced in such a way as to affect the responsibility and editorial independence of the media service provider;
- (b) they shall not directly encourage the purchase or rental of goods or services, in particular by making special promotional references to those goods or services;
- (c) viewers shall be clearly informed of the existence of a sponsorship agreement. Sponsored programmes shall be clearly identified as such by the name, logo and/or any other symbol of the sponsor such as a reference to its product(s) or service(s) or a distinctive sign thereof in an appropriate way for programmes at the beginning, during and/or at the end of the programmes.
- 2. Audiovisual media services or programmes shall not be sponsored by undertakings whose principal activity is the manufacture or sale of cigarettes and other tobacco products.
- 3. The sponsorship of audiovisual media services or programmes by undertakings whose activities include the manufacture or sale of medicinal products and medical treatment may promote the name or the image of the undertaking, but shall not promote specific medicinal products or medical treatments available only on

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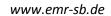
# Article 10

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- 2. Audiovisual media services or programmes shall not be sponsored by undertakings whose principal activity is the manufacture or sale of cigarettes and other tobacco products, as well as electronic cigarettes and refill containers covered by Article 20 of the Directive 2014/40/EU.
- 3. The sponsorship of audiovisual media services or programmes by undertakings whose activities include the manufacture or sale of medicinal products and medical treatment may promote the name or the image of the undertaking, but shall not promote specific medicinal products or medical treatments available only on

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Article 10

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- 3. The sponsorship of audiovisual media services or programmes by undertakings whose activities include the manufacture or sale of medicinal products and medical treatment may promote the name or the image of the undertaking, but shall not promote specific medicinal products or medical treatments available only on





prescription in the Member State within whose jurisdiction the media service provider falls.	prescription in the Member State within whose jurisdiction the media service provider falls.	prescription in the Member State within whose jurisdiction the media service provider falls.  prescription in the Member State within whose jurisdiction the media service provider falls.		prescription in the Member State within whose jurisdiction the media service provider falls.
4. News and current affairs programmes shall not be sponsored. Member States may choose to prohibit the showing of a sponsorship logo during children's programmes, documentaries and religious programmes.	4. News and current affairs programmes shall not be sponsored. Member States may choose to prohibit the showing of a sponsorship logo during children's programmes, documentaries and religious programmes.	4. News and current affairs programmes shall not be sponsored. Member States may prohibit the sponsorship of children's programmes or content aimed primarily at children.	4. News and current affairs programmes shall not be sponsored. Member States may choose to prohibit the showing of a sponsorship logo during children's programmes, documentaries and religious programmes.	4. News and current affairs programmes shall not be sponsored. Member States may prohibit the sponsorship of children's programmes. Member States may choose to prohibit the showing of a sponsorship logo during children's programmes, documentaries and religious programmes.
Article 11	Article 11	Article 11	Article 11	Article 11
1. Paragraphs 2, 3 and 4 shall apply only to programmes produced after 19 December 2009.	1. Paragraphs 2, 3 and 4 shall apply only to programmes produced after 19 December 2009.	<ol> <li>This article shall apply only to programmes produced after 19 December 2009.</li> <li>Paragraphs 2, 3 and 4 shall apply only to programmes produced after 19 December 2009.</li> </ol>		1. This Article shall apply only to programmes produced after 19 December 2009.
<ul><li>2. Product placement shall be prohibited.</li><li>3. By way of derogation from paragraph 2,</li></ul>	2. Product placement shall be admissible in all audiovisual media services, except in news and current affairs programmes,	2. Product placement shall be admissible in all audiovisual media services, except in news and current affairs programmes,	2. Product placement shall be allowed in all audiovisual media services, except in news and current affairs programmes, consumer	2. Product placement shall be allowed in all audiovisual media services, except in news and current affairs programmes, consumer
product placement shall be admissible in the following cases unless a Member State decides otherwise:	consumer affairs programmes, religious programmes and programmes with a significant children's audience.	consumer affairs programmes, religious programmes and children's programmes or content aimed primarily at children.	affairs programmes, religious programmes and children's programmes	affairs programmes, religious programmes and children's programmes.
(a) in cinematographic works, films and series made for audiovisual media services, sports programmes and light entertainment programmes;				
(b) where there is no payment but only the provision of certain goods or services free of charge, such as production props and prizes, with a view to their inclusion in a programme.				
The derogation provided for in point (a) shall not apply to children's programmes.				
Programmes that contain product placement shall meet at least all of the following requirements:	3. Programmes that contain product placement shall meet the following requirements:	3. Programmes that contain product placement shall meet the following requirements:	3. Programmes that contain product placement shall meet the following requirements:	3. Programmes that contain product placement shall meet the following requirements:
(a) their content and, in the case of television broadcasting, their scheduling shall in no circumstances be influenced	(a) their content and, in the case of television broadcasting, their scheduling shall in no circumstances be influenced	(a) their content and, in the case of television broadcasting, their scheduling shall in no circumstances be influenced	(a) their content and organization in a schedule, in the case of television broadcasting, or in a catalogue in the	(a) their content and organisation within a schedule, in the case of television broadcasting, or within a catalogue in





in such a way as to affect the responsibility and editorial independence of the media service provider;

- (b) they shall not directly encourage the purchase or rental of goods or services, in particular by making special promotional references to those goods or services;
- (c) they shall not give undue prominence to the product in question;
- (d) viewers shall be clearly informed of the existence of product placement. Programmes containing product placement shall be appropriately identified at the start and the end of the programme, and when a programme resumes after an advertising break, in order to avoid any confusion on the part of the viewer.

By way of exception, Member States may choose to waive the requirements set out in point (d) provided that the programme in question has neither been produced nor commissioned by the media service provider itself or a company affiliated to the media service provider.

- 4. In any event programmes shall not contain product placement of:
- (a) tobacco products or cigarettes or product placement from undertakings whose principal activity is the manufacture or sale of cigarettes and other tobacco products;
- (b) specific medicinal products or medical treatments available only on

in such a way as to affect the responsibility and editorial independence of the media service provider;

(b) they shall not directly encourage the purchase or rental of goods or services

(c) viewers shall be clearly informed of the existence of product placement.

Programmes containing product placement shall be appropriately identified at the start and the end of the programme, and when a programme resumes after an advertising break, in order to avoid any confusion on the part of the viewer;

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case of on-demand audiovisual media servive, shall in no circumstances be influenced in such a way as to affect the responsibility and editorial independence of the media service provider;

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- (ba) they shall not give undue prominence to the product in question;
- (c) viewers shall be clearly informed of the existence of product placement by an approprioate identification at the start and the end of the programme; and when a programme resumes after an advertising break, in order to avoid any confusion on the part of the viewer.

\_\_\_ Member States may \_\_\_ waive the requirements set out in point (c) except for programmes \_\_\_ produced or commissioned by the media service provider \_\_\_ or by a company affiliated to that media service provider.

- 4. In any event programmes shall not contain product placement of:
- (a) cigarettes and other tobacco products, as well as electronic cigarettes and refill containers covered by Article 20 of the Directive 2014/40/EU or product placement from undertakings whose principal activity is the manufacture or sale of those products;
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the case of on-demand audiovisual media services, shall under no circumstances be influenced in such a way as to affect the responsibility and editorial independence of the media service provider;

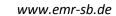
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- (b) specific medicinal products or medical treatments available only on



prescription in the Member State under whose jurisdiction the media service provider falls.	prescription in the Member State under whose jurisdiction the media service provider falls.	prescription in the Member State under whose jurisdiction the media service provider falls.	prescription in the Member State under whose jurisdiction the media service provider falls.	prescription in the Member State under whose jurisdiction the media service provider falls.

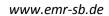




CHAPTER IV PROVISIONS APPLICABLE ONLY TO ON- DEMAND AUDIOVISUAL MEDIA SERVICES			_	
Article 12	Article 12	Article 12	Article 12	
Member States shall take appropriate measures to ensure that on-demand audiovisual media services provided by media service providers under their jurisdiction which might seriously impair the physical, mental or moral development of minors are only made available in such a way as to ensure that minors will not normally hear or see such on-demand audiovisual media services.	Member States shall take appropriate measures to ensure that programmes provided by audiovisual media service providers under their jurisdiction which may impair the physical, mental or moral development of minors are only made available in such a way as to ensure that minors will not normally hear or see them. Such measures may include selecting the time of the broadcast, age verification tools or other technical measures. They shall be proportionate to the potential harm of the programme.  The most harmful content, such as gratuitous violence and pornography, shall be subject to the strictest measures	deleted	1. Member States shall take appropriate measures to ensure that programmes provided by audiovisual media service providers under their jurisdiction, which may impair the physical, mental or moral development of minors are only made available in such a way as to ensure that minors will not normally hear or see them. Such measures may include selecting the time of the broadcast, age verification tools or other technical measures. They shall be proportionate to the potential harm of the programme.  The most harmful content, such as gratuitous violence and pornography, shall be subject to strict access control measures, such as encryption and effective parental controls, without prejudice to Member States adopting stricter measures.  The Commission may encourage media service providers to exchange best practices on co-regulatory codes of conduct. Where appropriate, Member States and the Commission may foster self-regulation through Union codes of conduct referred to in Article 4a(2).  1a. Member States shall ensure that media service providers provide sufficient information to viewers about content which may impair the physical, mental or moral development of minors. For this purpose, media service providers shall use a system describing the potentially harmful nature of the content of an audiovisual media service. For the implementation of this paragraph, Member States are encouraged to use co-regulation as provided for in Article 4a(1). The Commission shall encourage media service providers to exchange best practices on co-regulatory codes of conduct.	deleted

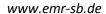


	1b. In addition to the measures referred to in paragraphs 1 and 1a, Member States shall encourage policies and schemes to develop media literacy skills.  Member States and the Commission may foster self-regulation through Union codes of conduct referred to in Article 4a(2).
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	CHAPTER IV PROVISIONS APPLICABLE ONLY TO ON- DEMAND AUDIOVISUAL MEDIA SERVICES	CHAPTER IV PROVISIONS APPLICABLE ONLY TO ON- DEMAND AUDIOVISUAL MEDIA SERVICES	(deleted)	
Article 13	Article 13	Article 13	Article 13	Article 13
1. Member States shall ensure that ondemand audiovisual media services provided by media service providers under their jurisdiction promote, where practicable and by appropriate means, the production of and access to European works. Such promotion could relate, inter alia, to the financial contribution made by such services to the production and rights acquisition of European works or to the share and/or prominence of European works in the catalogue of programmes offered by the ondemand audiovisual media service.	1. Member States shall ensure that providers of on-demand audiovisual media services under their jurisdiction secure at least a 20% share of European works in their catalogue and ensure prominence of these works.	1. Member States shall ensure that providers of on-demand audiovisual media services under their jurisdiction secure at least a 30% share of European works in their catalogue and ensure prominence of these works. That share shall include works in the official languages of the territory in which they are distributed.	1. Member States shall ensure that providers of on-demand audiovisual media services under their jurisdiction secure at least a 30% share of European works in their catalogue and ensure prominence of these works.	1. Member States shall ensure that media service providers of on-demand audiovisual media services under their jurisdiction secure at least a 30% share of European works in their catalogues and ensure prominence of these works.
2. Member States shall report to the	2. Member States may require providers of on-demand audiovisual media services under their jurisdiction to contribute financially to the production of European works, including via direct investment in content and contributions to national funds. Member States may require providers of ondemand audiovisual media services, targeting audiences in their territories, but established in other Member States to make such financial contributions. In this case, the financial contribution shall be based only on the revenues earned in the targeted Member States. If the Member State where the provider is established imposes a financial contribution, it shall take into account any financial contributions imposed by targeted Member States. Any financial contribution shall comply with Union law, in particular with State aid rules.	2. Member States may require providers of on-demand audiovisual media services established under their jurisdiction to contribute financially to the production of European works, taking into account the cultural and linguistic diversity of the territorial area in which they are located or are providing their service, including via direct investment in content and contributions to national funds. Member States may require providers of on-demand audiovisual media services, targeting audiences in their territories, but not established therein, to make such financial contributions. In this case, the financial contribution shall be based only on the ondemand revenues earned in the targeted Member States. If the Member State where the provider is established imposes a financial contribution, it shall take into account any financial contributions imposed by targeted Member States. Any financial contribution shall comply with Union law, in particular with State aid rules.	2. Where Member States require media service providers under their jurisdiction to contribute financially to the production of European works, including via direct investment in content and contributions to national funds, they may also require media service providers targeting audiences in their territories, but established in other Member States to make such financial contributions. In this case, the financial contribution shall be based only on the revenues earned in the targeted Member States. If the Member State where the provider is established imposes a financial contribution, it shall take into account any financial contributions imposed by targeted Member States. Any financial contribution shall comply with Union law, in particular with State aid rules.	<ol> <li>Where Member States require media service providers under their jurisdiction to contribute financially to the production of European works, including via direct investment in content and contribution to national funds, they may also require media service providers targeting audiences in their territories, but established in other Member States to make such financial contributions, which shall be proportionate and non-discriminatory.</li> <li>In the case referred to in paragraph 2, the financial contribution shall be based only on the revenues earned in the targeted Member States. If the Member State where the provider is established imposes such a financial contribution, it shall take into account any financial contributions imposed by targeted Member States. Any financial contribution shall comply with Union law, in particular with State aid rules.</li> </ol>
Commission no later than 19 December 2011 and every 4 years thereafter on the	3. Member States shall report to the Commission by [date – no later than three	3. Member States shall report to the Commission by [date – no later than three	3. Member States shall report to the Commission by [date – no later than three	4. Member States shall report to the Commission by 19 December 2021 and





implementation of paragraph 1.

3. The Commission shall, on the basis of the information provided by Member States and of an independent study, report to the European Parliament and to the Council on the application of paragraph 1, taking into account the market and technological developments and the objective of cultural diversity.

- years after adoption] at the latest and every two years thereafter on the implementation of paragraphs 1 and 2.
- 4. The Commission shall, on the basis of the information provided by Member States and of an independent study, report to the European Parliament and to the Council on the application of paragraphs 1 and 2, taking into account the market and technological developments and the objective of cultural diversity.
- 5. Member States shall waive the requirements laid down in paragraphs 1 and 2 for providers with a low turnover or low audience or if they are small and micro enterprises. Member States may also waive such requirements in cases where they would be impracticable or unjustified by reason of the nature or theme of the ondemand audiovisual media services.

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- 4. The Commission shall, on the basis of the information provided by Member States and of an independent study, report to the European Parliament and to the Council on the application of paragraphs 1 and 2, taking into account the market and technological developments and the objective of cultural diversity.
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- years after adoption] at the latest and every two years thereafter on the implementation of paragraphs 1 and 2.
- 4. The Commission shall, on the basis of the information provided by Member States and of an independent study, report to the European Parliament and to the Council on the application of paragraphs 1 and 2, taking into account the market and technological developments and the objective of cultural diversity.
- 5. The obligation imposed pursuant to paragraph 1 and the requirement on media service providers targeting audiences in other Member States set out in paragraph 2 shall not apply to media service providers with a low turnover or a low audience \_\_\_\_. Member States may also waive such obligations or requirements in cases where they would be impracticable or unjustified by reason of the nature or theme of the audiovisual media services.
- 5a. The Commission shall issue guidelines regarding the calculation of the share of European works referred to in paragraph 1 and regarding the definition of low audience and low turnover referred to in paragraph 5 after consulting the Contact Committee.

- every two years thereafter on the implementation of paragraphs 1 and 2.
- 5. The Commission shall, on the basis of the information provided by Member States and of an independent study, report to the European Parliament and to the Council on the application of paragraphs 1 and 2, taking into account the market and technological developments and the objective of cultural diversity.
- 6. The obligation imposed pursuant to paragraph 1 and the requirement on media service providers targeting audiences in other Member States set out in paragraph 2 shall not apply to media service providers with a low turnover or a low audience. Member States may also waive such obligations or requirements \_\_\_\_ where they would be impracticable or unjustified by reason of the nature or theme of the audiovisual media services.
- 7. The Commission shall issue guidelines regarding the calculation of the share of European works referred to in paragraph 1 and regarding the definition of low audience and low turnover referred to in paragraph 6, after consulting the Contact Committee.





CHAPTER V
PROVISIONS CONCERNING EXCLUSIVE
RIGHTS AND SHORT NEWS REPORTS IN
TELEVISION BROADCASTING

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#### Article 14

- 1. Each Member State may take measures in accordance with Union law to ensure that broadcasters under its jurisdiction do not broadcast on an exclusive basis events which are regarded by that Member State as being of major importance for society in such a way as to deprive a substantial proportion of the public in that Member State of the possibility of following such events by live coverage or deferred coverage on free television. If it does so, the Member State concerned shall draw up a list of designated events, national or non-national, which it considers to be of major importance for society. It shall do so in a clear and transparent manner in due time. In so doing the Member State concerned shall also determine whether these events should be available by whole or partial live coverage or, where necessary or appropriate for objective reasons in the public interest, whole or partial deferred coverage.
- 2. Member States shall immediately notify to the Commission any measures taken or to be taken pursuant to paragraph 1. Within a period of 3 months from the notification, the Commission shall verify that such measures are compatible with Union law and communicate them to the other Member States. It shall seek the opinion of the contact committee established pursuant to Article 29. It shall forthwith publish the measures taken in the Official Journal of the European Union and at least once a year the consolidated list of the measures taken by Member States.
- 3. Member States shall ensure, by

#### Article 14

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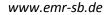
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appropriate means within the framework of their legislation, that broadcasters under their jurisdiction do not exercise the exclusive rights purchased by those broadcasters after 18 December 2007 in such a way that a substantial proportion of the public in another Member State is deprived of the possibility of following events which are designated by that other Member State in accordance with paragraphs 1 and 2 by whole or partial live coverage or, where necessary or appropriate for objective reasons in the public interest, whole or partial deferred coverage on free television as determined by that other Member State in accordance with paragraph 1.

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#### Article 15

- 1. Member States shall ensure that for the purpose of short news reports, any broadcaster established in the Union has access on a fair, reasonable and non-discriminatory basis to events of high interest to the public which are transmitted on an exclusive basis by a broadcaster under their jurisdiction.
- 2. If another broadcaster established in the same Member State as the broadcaster seeking access has acquired exclusive rights to the event of high interest to the public, access shall be sought from that broadcaster.
- 3. Member States shall ensure that such access is guaranteed by allowing broadcasters to freely choose short extracts from the transmitting broadcaster's signal with, unless impossible for reasons of practicality, at least the identification of their source.
- 4. As an alternative to paragraph 3,

#### Article 15

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Member States may establish an equivalent system which achieves access on a fair, reasonable and non-discriminatory basis through other means.

- 5. Short extracts shall be used solely for general news programmes and may be used in on-demand audiovisual media services only if the same programme is offered on a deferred basis by the same media service provider.
- 6. Without prejudice to paragraphs 1 to 5, Member States shall ensure, in accordance with their legal systems and practices, that the modalities and conditions regarding the provision of such short extracts are defined, in particular, with respect to any compensation arrangements, the maximum length of short extracts and time limits regarding their transmission. Where compensation is provided for, it shall not exceed the additional costs directly incurred in providing access.

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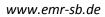
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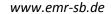


EMR
Institut für Europäisches Medienrecht Institute of European Media Law Institut du droit européen des médias

Member States and the European

Institut du droit européen des médias	WWW. el			
CHAPTER VI PROMOTION OF DISTRIBUTION AND PRODUCTION OF TELEVISION PROGRAMMES	CHAPTER VI PROMOTION OF DISTRIBUTION AND PRODUCTION OF TELEVISION PROGRAMMES	CHAPTER VI PROMOTION OF DISTRIBUTION AND PRODUCTION OF TELEVISION PROGRAMMES	CHAPTER VI PROMOTION OF DISTRIBUTION AND PRODUCTION OF TELEVISION PROGRAMMES	CHAPTER VI PROMOTION OF DISTRIBUTION AND PRODUCTION OF TELEVISION PROGRAMMES
Article 16				
1. Member States shall ensure, where practicable and by appropriate means, that broadcasters reserve for European works a majority proportion of their transmission time, excluding the time allotted to news, sports events, games, advertising, teletext services and teleshopping. This proportion, having regard to the broadcaster's informational, educational, cultural and entertainment responsibilities to its viewing public, should be achieved progressively, on the basis of suitable criteria.	1. Member States shall ensure, where practicable and by appropriate means, that broadcasters reserve for European works a majority proportion of their transmission time, excluding the time allotted to news, sports events, games, advertising, teletext services and teleshopping. This proportion, having regard to the broadcaster's informational, educational, cultural and entertainment responsibilities to its viewing public, should be achieved progressively, on the basis of suitable criteria.	1. Member States shall ensure, where practicable and by appropriate means, that broadcasters reserve for European works a majority proportion of their transmission time, excluding the time allotted to news, sports events, games, advertising, teletext services and teleshopping. This proportion, having regard to the broadcaster's informational, educational, cultural and entertainment responsibilities to its viewing public, should be achieved progressively, on the basis of suitable criteria.	1. Member States shall ensure, where practicable and by appropriate means, that broadcasters reserve for European works a majority proportion of their transmission time, excluding the time allotted to news, sports events, games, advertising, teletext services and teleshopping. This proportion, having regard to the broadcaster's informational, educational, cultural and entertainment responsibilities to its viewing public, should be achieved progressively, on the basis of suitable criteria.	1. Member States shall ensure, where practicable and by appropriate means, that broadcasters reserve for European works a majority proportion of their transmission time, excluding the time allotted to news, sports events, games, advertising, teletext services and teleshopping. This proportion, having regard to the broadcaster's informational, educational, cultural and entertainment responsibilities to its viewing public, should be achieved progressively, on the basis of suitable criteria.
2. Where the proportion laid down in paragraph 1 cannot be attained, it must not be lower than the average for 1988 in the Member State concerned.	2. Where the proportion laid down in paragraph 1 cannot be attained, it must not be lower than the average for 1988 in the Member State concerned.	2. Where the proportion laid down in paragraph 1 cannot be attained, it must not be lower than the average for 1988 in the Member State concerned.	2. Where the proportion laid down in paragraph 1 cannot be attained, it must not be lower than the average for 1988 in the Member State concerned.	2. Where the proportion laid down in paragraph 1 cannot be attained, it must not be lower than the average for 1988 in the Member State concerned.
However, in respect of Greece and Portugal, the year 1988 shall be replaced by the year 1990.	However, in respect of Greece and Portugal, the year 1988 shall be replaced by the year 1990.	However, in respect of Greece and Portugal, the year 1988 shall be replaced by the year 1990.	However, in respect of Greece and Portugal, the year 1988 shall be replaced by the year 1990.	However, in respect of Greece and Portugal, the year 1988 shall be replaced by the year 1990.
3. Member States shall provide the Commission every 2 years, starting from 3 October 1991, with a report on the application of this Article and Article 17.	3. Member States shall provide the Commission every 2 years, starting from 3 October 1991, with a report on the application of this Article and Article 17.	3. Member States shall provide the Commission every 2 years, starting from 3 October 1991, with a report on the application of this Article and Article 17.	3. Member States shall provide the Commission every 2 years, starting from 3 October 1991, with a report on the application of this Article and Article 17.	3. Member States shall provide the Commission every 2 years, starting from 3 October 1991, with a report on the application of this Article and Article 17.
That report shall in particular include a statistical statement on the achievement of the proportion referred to in this Article and Article 17 for each of the television programmes falling within the jurisdiction of the Member State concerned, the reasons, in each case, for the failure to attain that proportion and the measures adopted or envisaged in order to achieve it.	That report shall in particular include a statistical statement on the achievement of the proportion referred to in this Article and Article 17 for each of the television programmes falling within the jurisdiction of the Member State concerned, the reasons, in each case, for the failure to attain that proportion and the measures adopted or envisaged in order to achieve it.	That report shall in particular include a statistical statement on the achievement of the proportion referred to in this Article and Article 17 for each of the television programmes falling within the jurisdiction of the Member State concerned, the reasons, in each case, for the failure to attain that proportion and the measures adopted or envisaged in order to achieve it.	That report shall in particular include a statistical statement on the achievement of the proportion referred to in this Article and Article 17 for each of the television programmes falling within the jurisdiction of the Member State concerned, the reasons, in each case, for the failure to attain that proportion and the measures adopted or envisaged in order to achieve it.	That report shall in particular include a statistical statement on the achievement of the proportion referred to in this Article and Article 17 for each of the television programmes falling within the jurisdiction of the Member State concerned, the reasons, in each case, for the failure to attain that proportion and the measures adopted or envisaged in order to achieve it.
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Member States and the European





Parliament of the reports, which shall be accompanied, where appropriate, by an opinion. The Commission shall ensure the application of this Article and Article 17 in accordance with the provisions of the Treaty on the Functioning of the European Union. The Commission may take account in its opinion, in particular, of progress achieved in relation to previous years, the share of first broadcast works in the programming, the particular circumstances of new television broadcasters and the specific situation of countries with a low audiovisual production capacity or restricted language area.

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#### Article 17

Member States shall ensure, where practicable and by appropriate means, that broadcasters reserve at least 10 % of their transmission time, excluding the time allotted to news, sports events, games, advertising, teletext services and teleshopping, or alternately, at the discretion of the Member State, at least 10 % of their programming budget, for European works created by producers who are independent of broadcasters. This proportion, having regard to the broadcaster's informational, educational, cultural and entertainment responsibilities to its viewing public, should be achieved progressively, on the basis of suitable criteria. It must be achieved by earmarking an adequate proportion for recent works, that is to say works transmitted within 5 years of their production.

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Dieses Kapitel gilt nicht für
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Publikum richten und die nicht an ein
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CHAPTER VII

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CHAPTER VII

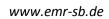
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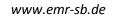
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CHAPTER VII CHAPTER VII



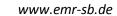
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TELEVISION ADVERTISING AND TELESHOPPING	TELEVISION ADVERTISING AND TELESHOPPING	TELEVISION ADVERTISING AND TELESHOPPING	TELEVISION ADVERTISING AND TELESHOPPING	TELEVISION ADVERTISING AND TELESHOPPING
Article 19	Article 19	Article 19	Article 19	Article 19
1. Television advertising and teleshopping shall be readily recognisable and distinguishable from editorial content. Without prejudice to the use of new advertising techniques, television advertising and teleshopping shall be kept quite distinct from other parts of the programme by optical and/or acoustic and/or spatial means.	1. Television advertising and teleshopping shall be readily recognisable and distinguishable from editorial content. Without prejudice to the use of new advertising techniques, television advertising and teleshopping shall be kept quite distinct from other parts of the programme by optical and/or acoustic and/or spatial means.	1. Television advertising and teleshopping shall be readily recognisable and distinguishable from editorial content. Without prejudice to the use of new advertising techniques, television advertising and teleshopping shall be kept clearly distinct from other parts of the programme by optical and/or acoustic and/or spatial means.	1. Television advertising and teleshopping shall be readily recognisable and distinguishable from editorial content. Without prejudice to the use of new advertising techniques, television advertising and teleshopping shall be kept quite distinct from other parts of the programme by optical and/or acoustic and/or spatial means.	1. Television advertising and teleshopping shall be readily recognisable and distinguishable from editorial content. Without prejudice to the use of new advertising techniques, television advertising and teleshopping shall be kept quite distinct from other parts of the programme by optical and/or acoustic and/or spatial means.
2. Isolated advertising and teleshopping spots, other than in transmissions of sports events, shall remain the exception.	2. Isolated advertising and teleshopping spots, other than in transmissions of sports events, shall remain the exception.	2. Isolated advertising and teleshopping spots, shall be admissible in sports events. Outside of sport events, isolated advertising and teleshopping spots shall be admissible subject to compliance with the provision of Article 20 (2).	2. Isolated advertising and teleshopping spots, other than in transmissions of sports events, shall remain the exception.	2. Isolated television advertising and teleshopping spots shall be admissible in sports events. Isolated television advertising and teleshopping spots, other than in transmissions of sports events, shall remain the exception.
Article 20	Article 20	Article 20	Article 20	Article 20
1. Member States shall ensure, where television advertising or teleshopping is inserted during programmes, that the integrity of the programmes, taking into account natural breaks in and the duration and the nature of the programme concerned, and the rights of the right holders are not prejudiced.	1. Member States shall ensure, where television advertising or teleshopping is inserted during programmes, that the integrity of the programmes, taking into account natural breaks in and the duration and the nature of the programme concerned, and the rights of the right holders are not prejudiced.	1. Member States shall ensure, where television advertising or teleshopping is inserted during programmes, that the integrity of the programmes, taking into account natural breaks in and the duration and the nature of the programme concerned, and the rights of the right holders are not prejudiced.	1. Member States shall ensure, where television advertising or teleshopping is inserted during programmes, that the integrity of the programmes, taking into account natural breaks in and the duration and the nature of the programme concerned, and the rights of the right holders are not prejudiced.	1. Member States shall ensure, where television advertising or teleshopping is inserted during programmes, that the integrity of the programmes, taking into account natural breaks in and the duration and the nature of the programme concerned, and the rights of the right holders are not prejudiced.
2. The transmission of films made for television (excluding series, serials and documentaries), cinematographic works and news programmes may be interrupted by television advertising and/or teleshopping once for each scheduled period of at least 30 minutes. The transmission of children's programmes may be interrupted by television advertising and/or teleshopping once for each scheduled period of at least 30 minutes, provided that the scheduled duration of the programme is greater than 30 minutes. No television advertising or	2. The transmission of films made for television (excluding series, serials and documentaries), cinematographic works and news programmes may be interrupted by television advertising and/or teleshopping once for each scheduled period of at least 20 minutes. The transmission of children's programmes may be interrupted by television advertising and/or teleshopping once for each scheduled period of at least 30 minutes, provided that the scheduled duration of the programme is greater than 30 minutes. No television advertising or	2. The transmission of films made for television (excluding series, serials and documentaries), cinematographic works and news programmes may be interrupted by television advertising and/or teleshopping once for each scheduled period of at least 30 minutes. The transmission of children's programmes may be interrupted by television advertising once for each scheduled period of at least 30 minutes, provided that the scheduled duration of the programme is greater than 30 minutes. The transmission of teleshopping shall be	2. The transmission of films made for television (excluding series, serials and documentaries), cinematographic works and news programmes may be interrupted by television advertising and/or teleshopping once for each scheduled period of at least 30 minutes. The transmission of children's programmes may be interrupted by television advertising and/or teleshopping once for each scheduled period of at least 30 minutes, provided that the scheduled duration of the programme is greater than 30 minutes. No television advertising or	2. The transmission of films made for television (excluding series, serials and documentaries), cinematographic works and news programmes may be interrupted by television advertising, teleshopping, or both, once for each scheduled period of at least 30 minutes. The transmission of children's programmes may be interrupted by television advertising once for each scheduled period of at least 30 minutes, provided that the scheduled duration of the programme is greater than 30 minutes. The transmission of teleshopping shall be



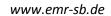


teleshopping shall be inserted during religious services.	teleshopping shall be inserted during religious services.	prohibited during children's programmes. No television advertising or teleshopping shall be inserted during religious services.	teleshopping shall be inserted during religious services.	prohibited during children's programmes. No television advertising or teleshopping shall be inserted during religious services.
Article 21				
Teleshopping for medicinal products which are subject to a marketing authorisation within the meaning of Directive 2001/83/EC, as well as teleshopping for medical treatment, shall be prohibited.	Teleshopping for medicinal products which are subject to a marketing authorisation within the meaning of Directive 2001/83/EC, as well as teleshopping for medical treatment, shall be prohibited.	Teleshopping for medicinal products which are subject to a marketing authorisation within the meaning of Directive 2001/83/EC, as well as teleshopping for medical treatment, shall be prohibited.	Teleshopping for medicinal products which are subject to a marketing authorisation within the meaning of Directive 2001/83/EC, as well as teleshopping for medical treatment, shall be prohibited.	Teleshopping for medicinal products which are subject to a marketing authorisation within the meaning of Directive 2001/83/EC, as well as teleshopping for medical treatment, shall be prohibited.
Article 22				
Television advertising and teleshopping for alcoholic beverages shall comply with the following criteria:	Television advertising and teleshopping for alcoholic beverages shall comply with the following criteria:	Television advertising and teleshopping for alcoholic beverages shall comply with the following criteria:	1a. Television advertising and teleshopping for alcoholic beverages shall comply with the following criteria:	Television advertising and teleshopping for alcoholic beverages shall comply with the following criteria:
(a) it may not be aimed specifically at minors or, in particular, depict minors consuming these beverages;	(a) it may not be aimed specifically at minors or, in particular, depict minors consuming these beverages;	(a) it may not be aimed specifically at minors or, in particular, depict minors consuming these beverages;	(a) it shall not be aimed specifically at minors or, in particular, depict minors consuming these beverages;	(a) it may not be aimed specifically at minors or, in particular, depict minors consuming these beverages;
(b) it shall not link the consumption of alcohol to enhanced physical performance or to driving;	(b) it shall not link the consumption of alcohol to enhanced physical performance or to driving;	(b) it shall not link the consumption of alcohol to enhanced physical performance or to driving;	(b) it shall not link the consumption of alcohol to enhanced physical performance or to driving;	(b) it shall not link the consumption of alcohol to enhanced physical performance or to driving;
(c) it shall not create the impression that the consumption of alcohol contributes towards social or sexual success;	(c) it shall not create the impression that the consumption of alcohol contributes towards social or sexual success;	(c) it shall not create the impression that the consumption of alcohol contributes towards social or sexual success;	(c) it shall not create the impression that the consumption of alcohol contributes towards social or sexual success;	(c) it shall not create the impression that the consumption of alcohol contributes towards social or sexual success;
(d) it shall not claim that alcohol has therapeutic qualities or that it is a stimulant, a sedative or a means of resolving personal conflicts;	(d) it shall not claim that alcohol has therapeutic qualities or that it is a stimulant, a sedative or a means of resolving personal conflicts;	(d) it shall not claim that alcohol has therapeutic qualities or that it is a stimulant, a sedative or a means of resolving personal conflicts;	(d) it shall not claim that alcohol has therapeutic qualities or that it is a stimulant, a sedative or a means of resolving personal conflicts;	(d) it shall not claim that alcohol has therapeutic qualities or that it is a stimulant, a sedative or a means of resolving personal conflicts;
(e) it shall not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light;	(e) it shall not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light;	(e) it shall not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light;	(e) it shall not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light;	(e) it shall not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light;
(f) it shall not place emphasis on high alcoholic content as being a positive quality of the beverages.	(f) it shall not place emphasis on high alcoholic content as being a positive quality of the beverages.	(f) it shall not place emphasis on high alcoholic content as being a positive quality of the beverages.	(f) it shall not place emphasis on high alcoholic content as being a positive quality of the beverages.	(f) it shall not place emphasis on high alcoholic content as being a positive quality of the beverages.
			1b. Audiovisual commercial communications	





			for alcoholic beverages in on-demand audiovisual media services, with the exception of sponsorship and product placement, shall comply with the criteria in paragraph 1a.	
Article 23	Article 23	Article 23	Article 23	Article 23
1. The proportion of television advertising spots and teleshopping spots within a given clock hour shall not exceed 20 %.	1. The daily proportion of television advertising spots and teleshopping spots within the period between 7:00 and 23:00 shall not exceed 20 %.	1. The daily proportion of television advertising spots and teleshopping spots shall not exceed 20 %. Member States shall remain free to define a prime time window, the duration of which shall not exceed a period of four consecutive hours. Within such a window, the proportion of television advertising spots and teleshopping spots shall not exceed 20 %.	1. The proportion of television advertising spots and teleshopping spots within the period between 6:00 and 18:00 shall not exceed 20 % of that period. The proportion of television advertising spots and teleshopping spots within the period between 18:00 and 00:00 shall not exceed 20 % of that period.	1. The proportion of television advertising spots and teleshopping spots within the period between 6.00 and 18.00 shall not exceed 20 % of that period. The proportion of television advertising spots and teleshopping spots within the period between 18.00 and 24.00 shall not exceed 20 % of that period.
2. Paragraph 1 shall not apply to announcements made by the broadcaster in connection with its own programmes and ancillary products directly derived from those programmes, sponsorship announcements and product placements.	<ul> <li>2. Paragraph 1 shall not apply to:         <ul> <li>(a) announcements made by the broadcaster in connection with its own programmes and ancillary products directly derived from those programmes or with programmes from other entities belonging to the same media group;</li> </ul> </li> </ul>	Paragraph 1 shall not apply to:     (a) self-promotional and cross-promotional announcements made by the broadcaster in connection with its own programmes and ancillary products and audiovisual media services directly derived from those programmes or with programmes, product and services from entities belonging to the same broadcasting group;	<ul> <li>2. Paragraph 1 shall not apply to:</li> <li>(a) announcements made by the broadcaster in connection with its own programmes and ancillary products directly derived from those programmes or with programmes from other entities belonging to the same media group;</li> </ul>	Paragraph 1 shall not apply to:     (a) announcements made by the broadcaster in connection with its own programmes and ancillary products directly derived from those programmes or with programmes and audiovisual media services from other entities belonging to the same broadcasting group;
	(b) sponsorship announcements;	(b) sponsorship announcements,	(b) sponsorship announcements;	(b) sponsorship announcements;
	(c) product placements.	(c) product placements;	(c) product placements;	(c) product placements;
		(ca) public services announcements and charity appeals;		
		(cb) neutral frames used to distinguish between editorial content and commercial communications, and between commercial communications;	(ca) neutral frames between editorial content and television advertising or teleshopping spots, and between individual spots.	(d) neutral frames between editorial content and television advertising or teleshopping spots, and between individual spots.





| Article 24  |
|---|---|---|---|---|
| Teleshopping windows shall be clearly identified as such by optical and acoustic means and shall be of a minimum uninterrupted duration of 15 minutes.  | Teleshopping windows shall be clearly identified as such by optical and acoustic means and shall be of a minimum uninterrupted duration of 15 minutes.  | Teleshopping windows shall be clearly identified as such by optical and acoustic means and shall be of a minimum uninterrupted duration of 15 minutes.  | Teleshopping windows shall be clearly identified as such by optical and acoustic means and shall be of a minimum uninterrupted duration of 15 minutes.  | Teleshopping windows shall be clearly identified as such by optical and acoustic means and shall be of a minimum uninterrupted duration of 15 minutes.  |
| Article 25  |
| This Directive shall apply mutatis mutandis to television channels exclusively devoted to advertising and teleshopping as well as to television channels exclusively devoted to self-promotion.   | This Directive shall apply mutatis mutandis to television channels exclusively devoted to advertising and teleshopping as well as to television channels exclusively devoted to self-promotion.   | This Directive shall apply mutatis mutandis to television channels exclusively devoted to advertising and teleshopping as well as to television channels exclusively devoted to self-promotion.   | This Directive shall apply mutatis mutandis to television channels exclusively devoted to advertising and teleshopping as well as to television channels exclusively devoted to self-promotion.   | This Directive shall apply mutatis mutandis to television channels exclusively devoted to advertising and teleshopping as well as to television channels exclusively devoted to self-promotion.   |
| However, Chapter VI as well as Articles 20 and 23 shall not apply to these channels.  | However, Chapter VI as well as Articles 20 and 23 shall not apply to these channels.  | However, Chapter VI as well as Articles 20 and 23 shall not apply to these channels.  | However, Chapter VI as well as Articles 20 and 23 shall not apply to these channels.  | However, Chapter VI as well as Articles 20 and 23 shall not apply to these channels.  |
| Article 26  |
| Without prejudice to Article 4, Member States may, with due regard for Union law, lay down conditions other than those laid down in Article 20(2) and Article 23 in respect of television broadcasts intended solely for the national territory which cannot be received directly or indirectly by the public in one or more other Member States. | Without prejudice to Article 4, Member States may, with due regard for Union law, lay down conditions other than those laid down in Article 20(2) and Article 23 in respect of television broadcasts intended solely for the national territory which cannot be received directly or indirectly by the public in one or more other Member States. | Without prejudice to Article 4, Member States may, with due regard for Union law, lay down conditions other than those laid down in Article 20(2) and Article 23 in respect of television broadcasts intended solely for the national territory which cannot be received directly or indirectly by the public in one or more other Member States. | Without prejudice to Article 4, Member States may, with due regard for Union law, lay down conditions other than those laid down in Article 20(2) and Article 23 in respect of television broadcasts intended solely for the national territory which cannot be received directly or indirectly by the public in one or more other Member States. | Without prejudice to Article 4, Member States may, with due regard for Union law, lay down conditions other than those laid down in Article 20(2) and Article 23 in respect of television broadcasts intended solely for the national territory which cannot be received directly or indirectly by the public in one or more other Member States. |



CHAPTER VIII	deleted	deleted
PROTECTION OF MINORS IN TELEVISION		
BROADCASTING		
Article 27		
1. Member States shall take appropriate		
measures to ensure that television		
broadcasts by broadcasters under their		
jurisdiction do not include any programmes		
which might seriously impair the physical,		
mental or moral development of minors, in		
particular programmes that involve		
pornography or gratuitous violence.		
2. The measures provided for in paragraph		
1 shall also extend to other programmes		
which are likely to impair the physical,		
mental or moral development of minors,		
except where it is ensured, by selecting the		
time of the broadcast or by any technical		
measure, that minors in the area of		
transmission will not normally hear or see		
such broadcasts.		
3. In addition, when such programmes are		
broadcast in unencoded form Member		
States shall ensure that they are preceded		
by an acoustic warning or are identified by		
the presence of a visual symbol throughout		
their duration.		





Article 28
1. Without prejudice to other provisions adopted by the Member States under civil, administrative or criminal law, any natural or legal person, regardless of nationality, whose legitimate interests, in particular reputation and good name, have been damaged by an assertion of incorrect facts in a television programme must have a right of reply or equivalent remedies. Member States shall ensure that the actual exercise of the right of reply or equivalent remedies is not hindered by the imposition of unreasonable terms or conditions. The reply shall be transmitted within a reasonable time subsequent to the request being substantiated and at a time and in a manner appropriate to the broadcast to which the request refers.

**CHAPTER IX** 

**RIGHT OF REPLY IN TELEVISION** 

**BROADCASTING** 

- 2. A right of reply or equivalent remedies shall exist in relation to all broadcasters under the jurisdiction of a Member State.
- 3. Member States shall adopt the measures needed to establish the right of reply or the equivalent remedies and shall determine the procedure to be followed for the exercise thereof. In particular, they shall ensure that a sufficient time span is allowed and that the procedures are such that the right or equivalent remedies can be exercised appropriately by natural or legal persons resident or established in other Member States.
- 4. An application for exercise of the right of reply or the equivalent remedies may be rejected if such a reply is not justified according to the conditions laid down in paragraph 1, would involve a punishable act,

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- 4. An application for exercise of the right of reply or the equivalent remedies may be rejected if such a reply is not justified according to the conditions laid down in paragraph 1, would involve a punishable act,

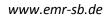
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would render the broadcaster liable to civil-	paragraph 1, would involve a punishable act,			
law proceedings or would transgress	would render the broadcaster liable to civil-			
standards of public decency.	law proceedings or would transgress			
				standards of public decency.
5. Provision shall be made for procedures				
whereby disputes as to the exercise of the	whereby disputes as to the exercise of the	whereby disputes as to the exercise of the	whereby disputes as to the exercise of the	5. Provision shall be made for procedures
right of reply or the equivalent remedies can	right of reply or the equivalent remedies can	right of reply or the equivalent remedies can	right of reply or the equivalent remedies can	whereby disputes as to the exercise of the
be subject to judicial review.	right of reply or the equivalent remedies can			
				be subject to judicial review.



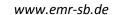


CHAPTER IXa PROVISION APPLICABLE TO VIDEO-SHARING PLATFORM SERVICES	CHAPTER IXa PROVISION APPLICABLE TO VIDEO-SHARING PLATFORM SERVICES	CHAPTER IXA PROVISION APPLICABLE TO VIDEO-SHARING PLATFORM SERVICES	CHAPTER IXa PROVISION APPLICABLE TO VIDEO-SHARING PLATFORM SERVICES
Article 28a	Article 28a	Article 28a	Article 28b <sup>23</sup>
1. Without prejudice to Articles 14 and 15 of Directive 2000/31/EC, Member States shall ensure that video-sharing platform providers take appropriate measures to:	1. Without prejudice to Articles 14 and 15 of Directive 2000/31/EC, Member States shall ensure that video-sharing platform providers take appropriate, proportionate and efficient measures to:	1. Without prejudice to Articles 14 and 15 of Directive 2000/31/EC, Member States shall ensure that video-sharing platform providers take appropriate measures to:	1. Without prejudice to Articles 12 to 15 of Directive 2000/31/EC, Member States shall ensure that video-sharing platform providers under their jurisdiction take appropriate measures to protect:
(a) protect minors from content which may impair their physical, mental or moral development;	(b) protect minors from content which may impair their physical or mental development;	(a) protect minors from programmes, user- generated videos and audiovisual commercial communications which may impair their physical, mental or moral development;	(a) minors from programmes, user- generated videos and audiovisual commercial communications which may impair their physical, mental or moral development in accordance with Article 6a(1);
(b) protect all citizens from content containing incitement to violence or hatred directed against a group of persons or a member of such a group defined by reference to sex, race, colour, religion, descent or national or ethnic origin.	(a) protect all citizens from content containing incitement undermining human dignity, or content containing incitement to violence or hatred directed against a person or a group of persons defined by reference to nationality, sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age, gender, gender expression, gender identity, sexual orientation, residence status or health.	(b) protect the general public from programmes, user-generated videos and audiovisual commercial communications containing incitement to violence or hatred directed against a group of persons or a member of such a group defined by reference to sex, racial or ethnic origin, nationality, religion or belief, disability, age or sexual orientation.;	(b) the general public from programmes, user-generated videos and audiovisual commercial communications containing incitement to violence or hatred directed against a group of persons or a member of a group based on any of the grounds referred to in Article 21 of the Charter;
		(ba) protect the general public from programmes, user-generated videos and audiovisual commercial communications containing the public provocation to commit a terrorist offence as set out in Article 5 of Directive (EU) 2017/541 on combating terrorism;	(c) the general public from programmes, user-generated videos and audiovisual commercial communications containing content the dissemination of which constitutes an activity which is a criminal offence under Union law, namely public provocation to commit a terrorist offence as set out in Article 5 of Directive (EU) 2017/541, offences concerning child pornography as set out

In the final version, Articles 28a and 28b have been switched.



	1a. Member States shall ensure that videosharing platform providers comply with the requirements set out in Article 9(1) with respect to audiovisual commercial communications that are marketed, sold and arranged by those video-sharing platform providers. Taking into account the limited control exercised by video sharing platforms over audiovisual commercial communication that are not marketed, sold and arranged by those video sharing platform providers, Member States shall ensure that the video sharing platform providers take appropriate measures to comply with the requirements set out in Article 9(1).	in Article 5(4) of Directive 2011/93/EU of the European Parliament and of the Council1 and offences concerning racism and xenophobia as set out in Article 1 of Framework Decision 2008/913/JHA.  2. Member States shall ensure that videosharing platform providers under their jurisdiction comply with the requirements set out in Article 9(1) with respect to audiovisual commercial communications that are marketed, sold or arranged by those video-sharing platform providers.  Member States shall ensure that the videosharing platform providers under their jurisdiction take appropriate measures to comply with the requirements set out in Article 9(1) with respect to audiovisual commercial communications that are not marketed, sold or arranged by those videosharing platform providers, taking into account the limited control exercised by those video-sharing platforms over those audiovisual commercial communications.  Member States shall ensure that video-
	measures to comply with the requirements	commercial communications that are not marketed, sold or arranged by those videosharing platform providers, taking into account the limited control exercised by those video-sharing platforms over those audiovisual commercial communications.  Member States shall ensure that videosharing platform providers clearly inform users where programmes and usergenerated videos contain audiovisual commercial communications, provided that
		such communications are declared under point (c) of the third subparagraph of paragraph 3 or the provider has knowledge of that fact. Member States shall encourage the use of co-regulation and the fostering of self-regulation through codes of conduct as provided for in Article 4a(1) aiming at effectively reducing the exposure of children to audiovisual commercial communications for foods and beverages containing nutrients and substances with a nutritional or physiological effect, in particular fat, transfatty acids, salt or sodium and sugars, of which excessive intakes in the overall diet are not recommended. Those codes shall





2. What constitutes an appropriate measure for the purposes of paragraph 1 shall be determined in light of the nature of the content in question, the harm it may cause, the characteristics of the category of persons to be protected as well as the rights and legitimate interests at stake, including those of the video-sharing platform providers and the users having created and/or uploaded the content as well as the public interest. Those measures shall consist of, as appropriate:

2. Those measures shall consist of, as appropriate:

2. For the purposes of paragraphs 1 and 1a, the appropriate measures shall be determined in light of the nature of the content in question, the harm it may cause, the characteristics of the category of persons to be protected as well as the rights and legitimate interests at stake, including those of the video-sharing platform providers and the users having created and/or uploaded the content as well as the public interest. The measures shall be practicable and proportionate, taking into account the size of the video-sharing platform service and the nature of the service that is provided.

aim to provide that such audiovisual commercial communications do not emphasise the positive quality of the nutritional aspects of such foods and beverages.

3. For the purposes of paragraphs 1 and 2, the appropriate measures shall be determined in light of the nature of the content in question, the harm it may cause, the characteristics of the category of persons to be protected as well as the rights and legitimate interests at stake, including those of the video-sharing platform providers and the users having created or uploaded the content as well as the general public interest.

Member States shall ensure that all videosharing platform providers under their jurisdiction apply such measures. Those measures shall be practicable and proportionate, taking into account the size of the video-sharing platform service and the nature of the service that is provided. Those measures shall not lead to any ex-ante control measures or upload-filtering of content which do not comply with Article 15 of Directive 2000/31/EC. For the purposes of the protection of minors, provided for in point (a) of paragraph 1 of this Article, the most harmful content shall be subject to the strictest access control measures. Those measures shall consist of, as

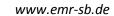
(a) including and applying, in the terms and

Such measures shall include, as appropriate:

(a) including and applying in the terms and conditions of the video-sharing platform services the requirements \_\_\_\_ referred to in paragraph 1;

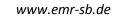
appropriate:

- (a) defining and applying in the terms and conditions of the video-sharing platform providers the concepts of incitement to violence or hatred as referred to in point (b) of paragraph 1 and of content which may impair the physical, mental or moral development of minors, in accordance with Articles 6 and 12 respectively;
- (a) defining and applying in the terms and conditions of the video-sharing platform providers the concepts of incitement to violence or hatred as referred to in point (a) of paragraph 1 and of content which may impair the physical or mental development of minors, in accordance with Article 6 (a) and (aa) and Article 6a respectively. For the purposes of paragraph 1, Member States shall ensure that such measures based on terms and conditions are only
- conditions of the video-sharing platform services, the requirements not to incite to violence or hatred as referred to in point (b) of paragraph 1 and not to publicly provoke the commitment of terrorist offences as referred to in point (ba) of paragraph 1, in accordance with Article 6, as well as the concept of content which may impair the physical, mental or moral development of minors, in accordance with Article 12(1);



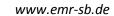


	permitted if national procedural rules provide a possibility for users to assert their rights before a court after learning of such measures;		
		(aa) including and applying, in the terms and conditions of the video-sharing platform services, the requirements set out in Article 9(1) for audiovisual commercial communications that are not marketed, sold or arranged by the video-sharing platform providers;	(b) including and applying in the terms and conditions of the video-sharing platform services the requirements set out in Article 9(1) for audiovisual commercial communications that are not marketed, sold or arranged by the video-sharing platform providers;
			(c) having a functionality for users who upload user-generated videos to declare whether such videos contain audiovisual commercial communications as far as they know or can be reasonably expected to know;
<ul> <li>(b) establishing and operating mechanisms for users of video-sharing platforms to report or flag to the video-sharing platform provider concerned the content referred to in paragraph 1 stored on its platform;</li> </ul>	(b) establishing and operating transparent and user-friendly mechanisms for users of video-sharing platforms to report or flag to the video-sharing platform provider concerned the content referred to in paragraph 1 hosted on its platform;	(b) establishing and operating mechanisms for users of video-sharing platforms to report or flag to the video-sharing platform provider concerned the content referred to in paragraph 1 stored on its platform;	(d) establishing and operating transparent and user-friendly mechanisms for users of a video-sharing platform to report or flag to the video-sharing platform provider concerned the content referred to in paragraph 1 provided on its platform;
	ba) establishing and operating systems through which providers of videosharing platforms explain to users of video-sharing platforms what effect has been given to the reporting and flagging referred to in point (b);		(e) establishing and operating systems through which video-sharing platform providers explain to users of video-sharing platforms what effect has been given to the reporting and flagging referred to in point (d);
(c) establishing and operating age verification systems for users of videosharing platforms with respect to content which may impair the physical, mental or moral development of minors;	(c) establishing and operating age verification systems for users of videosharing platforms with respect to content which may impair the physical or mental development of minors; such systems shall not lead to any additional processing of personal data and be without prejudice to Article 8 of Regulation (EU)2016/679;	(c) establishing and operating age verification systems for users of videosharing platforms with respect to content which may impair the physical, mental or moral development of minors;	(f) establishing and operating age verification systems for users of videosharing platforms with respect to content which may impair the physical, mental or moral development of minors;
(d) establishing and operating systems allowing users of video-sharing platforms to rate the content referred	(d) establishing and operating easy to use systems allowing users of video-sharing platforms to rate the content referred	(d) establishing and operating systems allowing users of video-sharing platforms to rate the content referred	(g) establishing and operating easy-to-use systems allowing users of video-sharing platforms to rate the content referred to





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to in paragraph 1;	to in paragraph 1;	to in paragraph 1;	in paragraph 1;
(e) providing for parental control systems with respect to content which may impair the physical, mental or moral development of minors;	(e) providing for parental control systems that are under the control of the enduser and in proportionality of the measures referred to in paragraphs 2 and 3 with respect to content which may impair the physical or mental development of minors. The regulatory authorities and / or bodies shall provide the necessary guidelines to ensure that the measures taken, respect freedom of expression and include a requirement to inform users;	(e) providing for parental control systems with respect to content which may impair the physical, mental or moral development of minors;	(h) providing for parental control systems that are under the control of the enduser with respect to content which may impair the physical, mental or moral development of minors;
(f) establishing and operating systems through which providers of videosharing platforms explain to users of video-sharing platforms what effect has been given to the reporting and flagging referred to in point (b).	(f) establishing and operating transparent, easy to use and effective procedures for the handling and resolution of disputes between the video-sharing platform platform provider and its users in relation to the implementation of the measures referred to in points (b) to (f).	<ul> <li>(f) establishing and operating systems         through which providers of video-         sharing platforms explain to users of         video-sharing platforms what effect has         been given to the reporting and flagging         referred to in point (b);</li> <li>(fa) providing for effective media literacy         measures and tools and raising users'         awareness of these measures and tools.</li> </ul>	<ul> <li>(i) establishing and operating transparent, easy-to-use and effective procedures for the handling and resolution of users' complaints to the video-sharing platform provider in relation to the implementation of the measures referred to in points (d) to (h);</li> <li>(j) providing for effective media literacy measures and tools and raising users' awareness of those measures and tools.</li> <li>Personal data of minors collected or otherwise generated by video-sharing platform providers pursuant to points (f) and (h) of the third subparagraph shall not be processed for commercial purposes, such as direct marketing, profiling and behaviourally targeted advertising.</li> </ul>
	measure for the purposes of paragraph 1 shall be determined in light of the nature of the content in question, the harm it may cause, the characteristics of the category of persons to be protected as well as the rights and legitimate interests at stake, including those of the video-sharing platform providers and the users having uploaded the content as well as the public interest.  Appropriate measures shall respect freedom of expression and information, and media		





	be subject to the strictest measures. Such measures shall not lead to any ex-ante control measures or upload-filtering of content.		
3. For the purposes of the implementation of the measures referred to in paragraphs 1 and 2, Member States shall encourage coregulation as provided for in Article 4(7).	3. For the purposes of the implementation of the measures referred to in paragraphs 1 and 2, Member States and the Commission shall encourage and facilitate self- and coregulation as provided for in Article 4(7) and Article 4 (7(a)) ensuring that codes of conduct are compliant with the provisions of this Directive and fully respect the obligations set out in the Charter of Fundamental Rights, in particular Article 52 thereof.  Member States shall ensure that videosharing platform providers conduct and publish regular audits of their performance in accordance with the measures referred to in paragraph 1.	3. For the purposes of the implementation of the measures referred to in paragraph 2, Member States are encouraged to use co-regulation as provided for in Article 4a(1)	4. For the purposes of the implementation of the measures referred to in paragraphs 1 and 3 of this Article, Member States shall encourage the use of co-regulation as provided for in Article 4a(1).
		3a. For the purposes of ensuring effective and consistent implementation of this Article, where necessary, the Commission shall, after consulting the Contact Committee, issue guidelines regarding the practical application of point (iii) of Article 1(aa).	
4. Member States shall establish the necessary mechanisms to assess the appropriateness of the measures referred to in paragraphs 2 and 3 taken by video-sharing platform providers. Member States shall entrust this task to the authorities designated in accordance with Article 30.	4. Member States shall establish the necessary mechanisms to assess and report on the delivery and effectiveness of the measures taken, taking into account their legality, transparency, necessity, effectiveness and proportionality.  Member States shall entrust this task to the authorities designated in accordance with Article 30. The regulatory authorities and/or bodies shall provide the necessary guidelines to ensure that the measures taken, respect freedom of expression, and include a requirement to inform users.	4. Member States shall establish the necessary mechanisms to assess the appropriateness of the measures, referred to in paragraph 2 taken by video-sharing platform providers. Member States shall entrust the assessment of those measures to the national regulatory authorities	5. Member States shall establish the necessary mechanisms to assess the appropriateness of the measures referred to in paragraph 3 taken by video-sharing platform providers. Member States shall entrust the assessment of those measures to the national regulatory authorities or bodies.
5. Member States shall not impose on video- sharing platform providers measures that are stricter than the measures referred to in	5. Article 8 shall apply to video-sharing platform providers.	5. Member States may impose on video- sharing platform providers measures that are more detailed or stricter than the	6. Member States may impose on video- sharing platform providers measures that are more detailed or stricter than the



paragraph 1 and 2. Member States shall not be precluded from imposing stricter measures with respect to illegal content.  When adopting such measures, they shall respect the conditions set by applicable Union law, such as, where appropriate, those set in Articles 14 and 15 of Directive 2000/31/EC or Article 25 of Directive 2011/93/EU.		measures referred to in paragraph 2. When adopting such measures, Member States shall comply with the requirements set out by applicable Union law, such as those set in Articles 14 and 15 of Directive 2000/31/EC or Article 25 of Directive 2011/93/EU.	measures referred to in paragraph 3 of this Article. When adopting such measures, Member States shall comply with the requirements set out by applicable Union law, such as those set out in Articles 12 to 15 of Directive 2000/31/EC or Article 25 of Directive 2011/93/EU.
	5a. Member States shall provide that commercial communications or sponsoring that are marketed, sold, or arranged by video-sharing platform providers comply with the requirements of Articles 9 and 10. Without prejudice to Articles 14 and 15 of Directive 2000/31/EC, Member States shall provide that video-sharing platforms require users who upload content, to declare whether such content contains advertisements, sponsored content or product placement. Member States shall require platforms to provide that service recipients be clearly informed of declared or known content including advertisements, sponsored content or product placement.		
6. Member States shall ensure that complaint and redress mechanisms are available for the settlement of disputes between users and video-sharing platform providers relating to the application of the appropriate measures referred to in paragraphs 1 and 2.	deleted	6. Member States shall ensure that complaint and redress mechanisms are available for the settlement of disputes between users and video-sharing platform providers relating to the application of paragraphs 1 and 2.	7. Member States shall ensure that out-of-court redress mechanisms are available for the settlement of disputes between users and video-sharing platform providers relating to the application of paragraphs 1 and 3. Such mechanisms shall enable disputes to be settled impartially and shall not deprive the user of the legal protection afforded by national law.
		6a. In addition to the measures referred to in paragraph 2, Member States shall encourage policies and schemes to develop media literacy skills.	8. Member States shall ensure that users can assert their rights before a court in relation to video-sharing platform providers pursuant to paragraphs 1 and 3.





7. The Commission and ERGA shall encourage video-sharing platform providers to exchange best practices on co-regulatory systems across the Union. Where appropriate, the Commission shall facilitate the development of Union codes of conduct.	7. The Commission and the ERGA shall encourage video-sharing platform providers to exchange best practices on self- and coregulatory systems across the Union. Where appropriate, the Commission shall facilitate the development of Union codes of conduct.	7. The Commission shall encourage video-sharing platform providers to exchange best practices on coregulatory codes of conduct referred to in paragraph 3	9. The Commission shall encourage video- sharing platform providers to exchange best practices on co-regulatory codes of conduct referred to in paragraph 4.
8. Video-sharing platform providers or, where applicable, the organisations representing those providers in this respect shall submit to the Commission draft Union codes of conduct and amendments to existing Union codes of conduct. The Commission may request ERGA to give an opinion on the drafts, amendments or extensions of those codes of conduct. The Commission may give appropriate publicity to those codes of conduct.	8. Video-sharing platform providers or, where applicable, the organisations representing those providers in this respect shall submit to the Commission draft Union codes of conduct and amendments to existing Union codes of conduct. The Commission may request the ERGA to give an opinion on the drafts, amendments or extensions of those codes of conduct. The Commission shall publish those codes in order to promote the exchange of best practice.	8. Member States and the Commission may foster self-regulation through Union codes of conduct referred to in Article 4a(2).	10. Member States and the Commission may foster self-regulation through Union codes of conduct referred to in Article 4a(2).
Article 28b	Article 28b	Article 28b	Article 28a <sup>24</sup>
		-1. For the purposes of this Directive, a video-sharing platform provider established on the territory of a Member State within the meaning of Article 3(1) of Directive 2000/31/EC shall be under the jurisdiction of that Member State.	1. For the purposes of this Directive, a video- sharing platform provider established on the territory of a Member State within the meaning of Article 3(1) of Directive 2000/31/EC shall be under the jurisdiction of that Member State.
1. Member States shall ensure that video- sharing platform providers which are not established on their territory, but which have either a parent company or a subsidiary that is established on their territory or which are part of a group and another entity of that group is established on their territory, are deemed to have been established on	1. Member States shall ensure that video- sharing platform providers which are not established on their territory, but which have either a parent company or a subsidiary that is established on their territory or which are part of a group and another entity of that group is established on their territory, are deemed to have been	1 A video-sharing platform provider which is not established on the territory of a Member State pursuant to paragraph -1 shall be deemed to be established on the territory of a Member State for the purposes of this Directive if that video-sharing platform provider:	2. A video-sharing platform provider which is not established on the territory of a Member State pursuant to paragraph 1 shall be deemed to be established on the territory of a Member State for the purposes of this Directive if that video-sharing platform provider:
their territory for the purposes of Article 3(1) of Directive 2000/31/EEC.	established on their territory for the purposes of Article 3(1) of Directive 2000/31/EEC.	a) has a parent undertaking or a subsidiary undertaking that is established on the territory of that Member State; or	a) has a parent undertaking or a subsidiary undertaking that is established on the territory of that Member State; or
		b) is part of a group and another undertaking of that group is established	b) is part of a group and another undertaking of that group is established

In the final version, Articles 28a and 28b have been switched.





For the purposes of applying the first subparagraph, where the parent company, the subsidiary or the other entity of the group are each established in different Member States, the provider shall be deemed to have been established in the Member State where its parent company is established or, in the absence of such an establishment in a Member State, where its subsidiary is established or, in the absence of such an establishment in a Member State, where the other entity of the group is established.

For the purposes of applying the second subparagraph, where there are several subsidiaries each of which are established in different Member States, or where there are several other entities of the group each of which are established in different Member States, the Member States concerned shall ensure that the provider designates in which of these Member States it shall be deemed to have been established.

For the purposes of applying the first subparagraph, where the parent company, the subsidiary or the other entity of the group are each established in different Member States, the provider shall be deemed to have been established in the Member State where its parent company is established or, in the absence of such an establishment in a Member State, where its subsidiary is established or, in the absence of such an establishment in a Member State, where the other entity of the group is established.

For the purposes of applying the second subparagraph, where there are several subsidiaries each of which are established in different Member States, or where there are several other entities of the group each of which are established in different Member States, the Member States concerned shall ensure that the provider designates in which of these Member States it shall be deemed to have been established.

on the territory of that Member State.

For the purposes of this Article:

- a) "parent undertaking" means parent undertaking as defined in point 9 of Article 2 of Directive 2013/34/EU;
- b) "subsidiary undertaking" means subsidiary undertaking as defined in point 10 of Article 2 of Directive 2013/34/EU;
- c) "group" means a parent undertaking, all its subsidiary undertakings and all other undertakings which are part of the group.
- 1a. For the purposes of applying paragraph
  1, where the parent undertaking, the
  subsidiary undertaking or the other
  undertakings of the group are each
  established in different Member States, the
  video-sharing platform provider shall be
  deemed to be established in the Member
  State where its parent undertaking is
  established or, in the absence of such an
  establishment, in the Member State where
  its subsidiary undertaking is established or,
  in the absence of such an establishment, in
  the Member State where the other
  undertaking of the group is established.
- 1b. For the purposes of applying paragraph
  1a, where there are several subsidiary
  undertakings and each of them is
  established in a different Member State, the
  video- sharing platform provider shall be
  deemed to be established in the Member
  State where one of the subsidiary
  undertakings first began its activity, provided
  that it maintains a stable and effective link
  with the economy of that Member State.
  Where there are several other undertakings
  which are part of the group and each of
  them is established in a different Member

For the purposes of this Article:

 a) "parent undertaking" means an undertaking which controls one or more subsidiary undertakings;

on the territory of that Member State.

- b) "subsidiary undertaking" means an undertaking controlled by a parent undertaking, including any subsidiary undertaking of an ultimate parent undertaking;
- c) "group" means a parent undertaking, all its subsidiary undertakings and all other undertakings having economic and legal organisational links to them.
- 3. For the purposes of applying paragraph 2, where the parent undertaking, the subsidiary undertaking or the other undertakings of the group are each established in different Member States, the video-sharing platform provider shall be deemed to be established in the Member State where its parent undertaking is established or, in the absence of such an establishment, in the Member State where its subsidiary undertaking is established or, in the absence of such an establishment, in the Member State where the other undertaking of the group is established.
- 4. For the purposes of applying paragraph 3, where there are several subsidiary undertakings and each of them is established in a different Member State, the video- sharing platform provider shall be deemed to be established in the Member State where one of the subsidiary undertakings first began its activity, provided that it maintains a stable and effective link with the economy of that Member State. Where there are several other undertakings which are part of the group and each of them is established in a different Member



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	2. Member States shall communicate to the
	Commission a list of the video-sharing
	platform providers established on their
	territory and the criteria, set out in Article
	3(1) of Directive 2000/31/EC and in
	paragraph 1, on which their jurisdiction is
	based. They shall update the list regularly.
	The Commission shall ensure that the
	competent independent regulatory
	authorities have access to this information.
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2. Member States shall communicate to the Commission a list of the video-sharing platform providers established on their territory and the criteria, set out in Article 3(1) of Directive 2000/31/EC and in paragraph 1, on which their jurisdiction is based. They shall update the list regularly. The Commission shall ensure that the competent independent regulatory authorities have access to this information.

State, the video-sharing platform provider shall be deemed to be established in the Member State where one of these undertakings first began its activity, provided that it maintains a stable and effective link with the economy of that Member State.

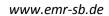
- 1c. For the purposes of this Directive, Articles 3, 14 and 15 of Directive 2000/31/EC shall apply to video-sharing platform providers deemed to be established in a Member State in accordance with paragraph 1.
- 2. Member States shall establish and maintain an up-to-date list of the videosharing platform providers established or deemed to be established on their territory and indicate on which criteria, set out in paragraph -1 and 1, their jurisdiction is based. Member States shall communicate this list, including any updates, to the Commission. In case of inconsistencies between the lists, the Commission shall contact the Member States concerned in order to find a solution. The Commission shall ensure that the national regulatory authorities have access to this list. To the extent possible, the Commission shall make this information publicly available.

State, the video-sharing platform provider shall be deemed to be established in the Member State where one of these undertakings first began its activity, provided that it maintains a stable and effective link with the economy of that Member State.

- 5. For the purposes of this Directive, Articles 3 and Articles 12 to 15 of Directive 2000/31/EC shall apply to video-sharing platform providers deemed to be established in a Member State in accordance with paragraph 2 of this Article.
- 6. Member States shall establish and maintain an up-to-date list of the videosharing platform providers established or deemed to be established on their territory and indicate on which of the criteria set out in paragraphs 1 to 4 their jurisdiction is based. Member States shall communicate that list, including any updates thereto, to the Commission. The Commission shall ensure that such lists are made available in a centralised database. In the event of inconsistencies between the lists, the Commission shall contact the Member States concerned in order to find a solution. The Commission shall ensure that the national regulatory authorities or bodies have access to that database. \_\_\_\_ The Commission shall make information in the database publicly available.
- 7. Where, in applying this Article, the Member States concerned do not agree on which Member State has jurisdiction, they shall bring the matter to the Commission's attention without undue delay. The Commission may request ERGA to provide an opinion on the matter in accordance with point (d) of Article 30b(3). ERGA shall provide such an opinion within 15 working days from the submission of the Commission's request. The Commission shall keep the Contact Committee duly informed.

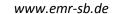


Article 28c	
Member States shall ensure that a video- sharing platform provider under their jurisdiction shall make easily, directly and permanently accessible to the user at least the following information:	
(a) the name of the video-sharing platform provider;	
(b) the geographical address at which the video-sharing platform provider is established;	
(c) the details of the video-sharing platform provider, including its electronic mail address or website, which allow it to be contacted rapidly in a direct and effective manner;	
(d) the Member State having jurisdiction over the video-sharing platform provider and the competent regulatory authorities and / or bodies or supervisory bodies.	
supervisory bodies.	





CHAPTER X CONTACT COMMITTEE	CHAPTER X CONTACT COMMITTEE	CHAPTER X CONTACT COMMITTEE	CHAPTER X CONTACT COMMITTEE	CHAPTER X CONTACT COMMITTEE
Article 29	Article 29	Article 29	Article 29	Article 29
1. A contact committee is established under the aegis of the Commission. It shall be composed of representatives of the competent authorities of the Member States. It shall be chaired by a representative of the Commission and meet either on his initiative or at the request of the delegation of a Member State.	1. A contact committee is established under the aegis of the Commission. It shall be composed of representatives of the competent authorities of the Member States. It shall be chaired by a representative of the Commission and meet either on his initiative or at the request of the delegation of a Member State.	1. A contact committee is established under the aegis of the Commission. It shall be composed of representatives of the competent bodies or authorities of the Member States and, four Members of the European Parliament as observers nominated every three years. It shall be chaired by a representative of the Commission and meet either on his initiative or at the request of the delegation of a Member State. Gender parity shall be encouraged in the composition of the contact committee.	1. A contact committee is established under the aegis of the Commission. It shall be composed of representatives of the competent authorities of the Member States It shall be chaired by a representative of the Commission and meet either on his initiative or at the request of the delegation of a Member State	1. A contact committee is established under the aegis of the Commission. It shall be composed of representatives of the competent authorities of the Member States. It shall be chaired by a representative of the Commission and meet either on his initiative or at the request of the delegation of a Member State.
2. The tasks of the contact committee shall be:	2. The tasks of the contact committee shall be:	2. The tasks of the contact committee shall be:	2. The tasks of the contact committee shall be:	2. The tasks of the contact committee shall be:
(a) to facilitate effective implementation of this Directive through regular consultation on any practical problems arising from its application, and particularly from the application of Article 2, as well as on any other matters on which exchanges of views are deemed useful;	(a) to facilitate effective implementation of this Directive through regular consultation on any practical problems arising from its application, and particularly from the application of Article 2, as well as on any other matters on which exchanges of views are deemed useful;	(a) to facilitate effective implementation of this Directive through regular consultation on any practical problems arising from its application, and particularly from the application of Article 2, as well as on any other matters on which exchanges of views are deemed useful;	(a) to facilitate effective implementation of this Directive through regular consultation on any practical problems arising from its application, and particularly from the application of Article 2, as well as on any other matters on which exchanges of views are deemed useful;	(a) to facilitate effective implementation of this Directive through regular consultation on any practical problems arising from its application, and particularly from the application of Article 2, as well as on any other matters on which exchanges of views are deemed useful;
(b) to deliver own-initiative opinions or opinions requested by the Commission on the application by the Member States of this Directive;	(b) to deliver own-initiative opinions or opinions requested by the Commission on the application by the Member States of this Directive;	(b) to deliver own-initiative opinions or opinions requested by the Commission on the application by the Member States of this Directive;	(b) to deliver own-initiative opinions or opinions requested by the Commission on the application by the Member States of this Directive;	(b) to deliver own-initiative opinions or opinions requested by the Commission on the application by the Member States of this Directive;
(c) to be the forum for an exchange of views on what matters should be dealt with in the reports which Member States must submit pursuant to Article 16(3) and on their methodology;	(c) to be the forum for an exchange of views on what matters should be dealt with in the reports which Member States must submit pursuant to Article 16(3) and on their methodology;	(c) to be the forum for an exchange of views on what matters should be dealt with in the reports which Member States must submit pursuant to Article 16(3) and on their methodology;	(c) to be the forum for an exchange of views on what matters should be dealt with in the reports which Member States must submit pursuant to Article 16(3) and on their methodology;	(c) to be the forum for an exchange of views on what matters should be dealt with in the reports which Member States must submit pursuant to Article 16(3) and on their methodology;
(d) to discuss the outcome of regular consultations which the Commission holds with representatives of broadcasting organisations, producers,	(d) to discuss the outcome of regular consultations which the Commission holds with representatives of broadcasting organisations, producers,	(d) to discuss the outcome of regular consultations which the Commission holds with representatives of broadcasting organisations, producers,	(d) to discuss the outcome of regular consultations which the Commission holds with representatives of broadcasting organisations, producers,	(d) to discuss the outcome of regular consultations which the Commission holds with representatives of broadcasting organisations, producers,





consumers, manufacturers, service
providers and trade unions and the
creative community;

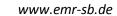
- (e) to facilitate the exchange of information between the Member States and the Commission on the situation and the development of regulatory activities regarding audiovisual media services, taking account of the Union's audiovisual policy, as well as relevant developments in the technical field;
- (f) to examine any development arising in the sector on which an exchange of views appears useful.

- consumers, manufacturers, service providers and trade unions and the creative community;
- (e) to facilitate the exchange of information between the Member States and the Commission on the situation and the development of regulatory activities regarding audiovisual media services, taking account of the Union's audiovisual policy, as well as relevant developments in the technical field;
- (f) to examine any development arising in the sector on which an exchange of views appears useful.

- consumers, manufacturers, service providers and trade unions and the creative community;
- (e) to facilitate the exchange of information between the Member States and the Commission on the situation and the development of regulatory activities regarding audiovisual media services, taking account of the Union's audiovisual policy, as well as relevant developments in the technical field;
- (f) to examine and give opinions to the Commission on any development arising in the sector on which an exchange of views appears useful.

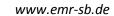
- consumers, manufacturers, service providers and trade unions and the creative community;
- (e) to facilitate the exchange of information between the Member States and the Commission on the situation and the development of regulatory activities regarding audiovisual media services, taking account of the Union's audiovisual policy, as well as relevant developments in the technical field;
- (f) to examine \_\_\_\_ any development arising in the sector on which an exchange of views appears useful.

- consumers, manufacturers, service providers and trade unions and the creative community;
- (e) to facilitate the exchange of information between the Member States and the Commission on the situation and the development of regulatory activities regarding audiovisual media services, taking account of the Union's audiovisual policy, as well as relevant developments in the technical field;
- (f) to examine any development arising in the sector on which an exchange of views appears useful.



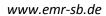


CHAPTER XI COOPERATION BETWEEN REGULATORY BODIES OF THE MEMBER STATES	CHAPTER XI REGULATORY AUTHORITIES OF THE MEMBER STATES	CHAPTER XI REGULATORY AUTHORITIES AND/OR BODIES OF THE MEMBER STATES	CHAPTER XI REGULATORY AUTHORITIES OR BODIES OF THE MEMBER STATES	CHAPTER XI REGULATORY AUTHORITIES AND BODIES OF THE MEMBER STATES
Article 30	Article 30	Article 30	Article 30	Article 30
Member States shall take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4, in particular through their competent independent regulatory bodies.	1. Each Member State shall designate one or more independent national regulatory authorities. Member States shall ensure that they are legally distinct and functionally independent of any other public or private body. This shall be without prejudice to the possibility for Member States to set up regulators having oversight over different sectors.	1. Each Member State shall designate one or more independent national regulatory authorities and/or bodies. Member States shall ensure that they are functionally and effectively independent of their respective governments and of any other public or private body. This shall be without prejudice to the possibility for Member States to set up regulators having oversight over different sectors.	1. Each Member State shall designate one or more national regulatory authorities or bodies. Member States shall ensure that they are legally distinct from the government and functionally independent of any other public or private body. This shall be without prejudice to the possibility for Member States to set up regulators having oversight over different sectors.	1. Each Member State shall designate one or more national regulatory authorities, bodies, or both. Member States shall ensure that they are legally distinct from the government and functionally independent of their respective governments and of any other public or private body. This shall be without prejudice to the possibility for Member States to set up regulators having oversight over different sectors.
	2. Member States shall ensure that national regulatory authorities exercise their powers impartially and transparently and in accordance with the objectives of this Directive, in particular media pluralism, cultural diversity, consumer protection, internal market and the promotion of fair competition.	2. Member States shall ensure that national regulatory authorities and/or bodies exercise their powers impartially and transparently and in accordance with the objectives of this Directive, in particular media pluralism, cultural and linguistic diversity, consumer protection, accessibility, non-discrimination, internal market and the promotion of fair competition. Member States shall ensure that national regulatory authorities and/or bodies exercise no ex ante influence over editorial decisions, editorial choices or layouts. Their duties shall be limited to monitoring the implementation of the provisions of this Directive, the application of national law and the fulfilment of statutory obligations.		2. Member States shall ensure that national regulatory authorities or bodies exercise their powers impartially and transparently and in accordance with the objectives of this Directive, in particular media pluralism, cultural and linguistic diversity, consumer protection, accessibility, non-discrimination, the proper functioning of the internal market and the promotion of fair competition.
	National regulatory authorities shall not seek or take instructions from any other body in relation to the exercise of the tasks assigned to them under national law implementing Union law. This shall not prevent supervision in accordance with national constitutional law.	National regulatory authorities shall not seek or take instructions from any other body in relation to the exercise of the tasks assigned to them under national law implementing Union law. This shall not prevent supervision in accordance with national constitutional law.	National regulatory authorities shall not seek or take instructions from any other body in relation to the exercise of the tasks assigned to them under national law implementing Union law. This shall not prevent supervision in accordance with national constitutional law.	National regulatory authorities or bodies shall not seek or take instructions from any other body in relation to the exercise of the tasks assigned to them under national law implementing Union law. This shall not prevent supervision in accordance with national constitutional law.
	3. The competences and powers of the independent regulatory authorities, as well as the ways of making them accountable shall be clearly defined in law.	3. The competences and powers of the independent regulatory authorities, as well as the ways of making them accountable shall be clearly defined in law.	3. The competences and powers of the regulatory authorities or bodies, as well as the ways of making them accountable shall be clearly defined in law.	3. Member States shall ensure that the competences and powers of the national regulatory authorities or bodies, as well as the ways of making them accountable are



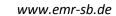


			clearly defined in law.
4. Member States shall ensure that national regulatory authorities have adequate enforcement powers to carry out their functions effectively.	4. Member States shall ensure that national regulatory authorities have adequate enforcement powers to carry out their functions effectively.	4. Member States shall ensure that national regulatory authorities or bodies have adequate financial and human ressources and enforcement powers to carry out their functions effectively. Member States shall ensure that independent national regulatory authorities or bodies have separate annual budgets which shall be made public.	4. Member States shall ensure that national regulatory authorities or bodies have adequate financial and human resources and enforcement powers to carry out their functions effectively and to contribute to the work of ERGA. Member States shall ensure that national regulatory authorities or bodies are provided with their own annual budgets, which shall be made public.
	4a. Member States shall ensure that national regulatory authorities and/or bodies designate a single and publicly available point of contact for information and complaints about the accessibility issues referred to in Article 7.		
5. The Head of a national regulatory authority or the members of the collegiate body fulfilling that function within a national regulatory authority, may be dismissed only if they no longer fulfil the conditions required for the performance of their duties which are laid down in advance in national law. A dismissal decision shall be made public and a statement of reasons shall be made available.	5. Member States shall lay down in national law the conditions and the procedures for the appointment and dismissal of the head of a national regulatory authority or the members of the collegiate body fulfilling that function, including the duration of the mandate. Alterations before the termination of the mandate must be duly justified, subject to prior notification and made available to the public. The procedures must be transparent, non-discriminatory and guarantee the requisite degree of independence.	5. The Head of a national regulatory authority or body or the members of the collegiate body fulfilling that function within a national regulatory authority or body may be dismissed only if they no longer fulfil the conditions required for the performance of their duties which are laid down in advance in national law. A dismissal decision shall be made public.	5. Member States shall lay down in their national law the conditions and the procedures for the appointment and dismissal of the heads of national regulatory authorities and bodies or the members of the collegiate body fulfilling that function, including the duration of the mandate. The procedures shall be transparent, non-discriminatory and guarantee the requisite degree of independence. The head of a national regulatory authority or body or the members of the collegiate body fulfilling that function within a national regulatory authority or body may be dismissed if they no longer fulfil the conditions required for the performance of their duties which are laid down in advance at national level. A dismissal decision shall be duly justified, subject to prior notification and made available to the public.
6. Member States shall ensure that independent national regulatory authorities have separate annual budgets. The budgets shall be made public. Member States shall also ensure that national regulatory	6. Member States shall ensure that regulatory authorities and/or bodies have separate annual budget allocations to enable them to carry out the tasks assigned to them and to actively participate in and	6. deleted	



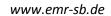


	<u> </u>			
	authorities have adequate financial and	contribute to the ERGA. The budgets shall be		
	human resources to enable them to carry	made public		
	out the task assigned to them and to actively			
	participate in and contribute to ERGA.			
	7. Member States shall ensure that effective	7. Member States shall ensure that	7. Member States shall ensure that effective	6. Member States shall ensure that effective
	mechanisms exist at national level under	effective mechanisms exist at national level	appeal mechanisms exist at national level	appeal mechanisms exist at national level.
	which any user or media services provider or	under which any recipient of a service whose	The appeal body, which may be a court,	The appeal body, which may be a court, shall
	video-sharing platform provider who is	rights are directly affected by the audiovisual	shall be independent of the parties involved	be independent of the parties involved in
	affected by a decision of a national	media content or audiovisual media services	in the appeal	the appeal.
	regulatory authority has the right of appeal	provider or video-sharing platform provider	in the appeal.	the appeal.
	against the decision to an appeal body. The	who is affected by a decision of a national		
	appeal body shall be independent of the	regulatory authority has the right of appeal		
	parties involved in the appeal.	against the decision to an appeal body. The		
		appeal body shall be independent of the		
	The constitution of the co	parties involved in the appeal.		
	That appeal body, which should be a court,	That appeal body, which should be a court,		
	shall have the appropriate expertise to	shall have the appropriate expertise to		
	enable it to carry out its functions	enable it to carry out its functions		
	effectively. Member States shall ensure that	effectively. Member States shall ensure that		
	the merits of the case are duly taken into	the merits of the case are duly taken into		
	account and that there is an effective appeal	account and that there is an effective appeal		
	mechanism.	mechanism.		
	Pending the outcome of the appeal, the	Pending the outcome of the appeal, the	Pending the outcome of the appeal, the	Pending the outcome of the appeal, the
	decision of the national regulatory authority	decision of the national regulatory authority	decision of the national regulatory authority	decision of the national regulatory authority
1	shall stand, unless interim measures are	shall stand, unless interim measures are	or body shall stand, unless interim measures	or body shall stand, unless interim measures
	shall stand, unless interim measures are granted in accordance with national law.	shall stand, unless interim measures are granted in accordance with national law.	or body shall stand, unless interim measures are granted in accordance with national law.	
				or body shall stand, unless interim measures
				or body shall stand, unless interim measures
			are granted in accordance with national law.  Article 30-a	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a
			are granted in accordance with national law.  Article 30-a  1. Member States shall ensure that their	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that
			are granted in accordance with national law.  Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies
			are granted in accordance with national law.  Article 30-a  1. Member States shall ensure that their	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that
			are granted in accordance with national law.  Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies
			are granted in accordance with national law.  Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies take appropriate measures to provide each	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies take appropriate measures to provide each
			are granted in accordance with national law.  Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the
			are granted in accordance with national law.  Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of
			are granted in accordance with national law.  Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and
			are granted in accordance with national law.  Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and
			Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.
			Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.  2. Member States shall ensure that, when	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.  2. In the context of the information
			are granted in accordance with national law.  Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.  2. Member States shall ensure that, when their national regulatory authorities or	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.  2. In the context of the information exchange under paragraph 1, when
			Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.  2. Member States shall ensure that, when their national regulatory authorities or bodies receive information from a media	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.  2. In the context of the information exchange under paragraph 1, when national regulatory authorities or bodies receive information from a media service
			Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.  2. Member States shall ensure that, when their national regulatory authorities or bodies receive information from a media service provider under their jurisdiction that it wishes to provide a service wholly or	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.  2. In the context of the information exchange under paragraph 1, when national regulatory authorities or bodies receive information from a media service provider under their jurisdiction that it will
			Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.  2. Member States shall ensure that, when their national regulatory authorities or bodies receive information from a media service provider under their jurisdiction that it wishes to provide a service wholly or mostly directed at the audience of another	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.  2. In the context of the information exchange under paragraph 1, when national regulatory authorities or bodies receive information from a media service provider under their jurisdiction that it will provide a service wholly or mostly directed
			Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.  2. Member States shall ensure that, when their national regulatory authorities or bodies receive information from a media service provider under their jurisdiction that it wishes to provide a service wholly or mostly directed at the audience of another Member State, the national regulatory	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.  2. In the context of the information exchange under paragraph 1, when national regulatory authorities or bodies receive information from a media service provider under their jurisdiction that it will provide a service wholly or mostly directed at the audience of another Member State,
			Article 30-a  1. Member States shall ensure that their national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.  2. Member States shall ensure that, when their national regulatory authorities or bodies receive information from a media service provider under their jurisdiction that it wishes to provide a service wholly or mostly directed at the audience of another	or body shall stand, unless interim measures are granted in accordance with national law.  Article 30a  1. Member States shall ensure that national regulatory authorities or bodies take appropriate measures to provide each other and the Commission with the information necessary for the application of this Directive, in particular Articles 2, 3 and 4.  2. In the context of the information exchange under paragraph 1, when national regulatory authorities or bodies receive information from a media service provider under their jurisdiction that it will provide a service wholly or mostly directed





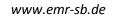
		regulatory authority or body of the receiving Member State.	inform the national regulatory authority or body of the targeted Member State.
		3. If the regulatory authority or body of a receiving Member State sends a request concerning the activities of a media service provider to the regulatory authority or body of the Member State having jurisdiction over that provider, the latter regulatory authority or body shall do its utmost to address the request within two months, without prejudice to stricter time limits applicable pursuant to this Directive. When requested, the regulatory authority or body of the receiving Member State shall provide any information to the regulatory authority or body of the Member State having jurisdiction that may assist it in addressing the request.	3. If the regulatory authority or body of a Member State whose territory is targeted by a media service provider under the jurisdiction of another Member State sends a request concerning the activities of that provider to the regulatory authority or body of the Member State having jurisdiction over it, the latter regulatory authority or body shall do its utmost to address the request within two months, without prejudice to stricter time limits applicable pursuant to this Directive. When requested, the regulatory authority or body of the targeted Member State shall provide any information to the regulatory authority or body of the Member State having jurisdiction that may assist it in addressing the request.
Article 30a	Article 30a	Article 30a	Article 30b
1. The European Regulators Group for Audiovisual Media Services (ERGA) is hereby established.	1. The European Regulators Group for Audiovisual Media Services (ERGA) is hereby established.	1. The European Regulators Group for Audiovisual Media Services (ERGA) is hereby established.	The European Regulators Group for Audiovisual Media Services (ERGA) is hereby established.
2. It shall be composed of national	2. It shall be composed of national	2. It shall be composed of representatives of	2. It shall be composed of representatives of
independent regulatory authorities in the field of audiovisual media services. They shall be represented by the heads or by nominated high level representatives of the national regulatory authority with primary responsibility for overseeing audiovisual media services, or in cases where there is no national regulatory authority, by other representatives as chosen through their procedures. A Commission representative shall participate in the group meetings.	regulatory authorities and/or bodies, which may include those regional independent regulatory authorities and bodies with full competencies in the field of audiovisual media services. They shall be represented by the heads or by nominated high level representatives of the national regulatory authority with primary responsibility for overseeing audiovisual media services, or in cases where there is no national regulatory authority and/or body, by other representatives as chosen through their procedures. A Commission representative shall participate in the group meetings.	national regulatory authorities or bodies in the field of audiovisual media services A Commission representative shall participate in ERGA meetings.	national regulatory authorities or bodies in the field of audiovisual media services with primary responsibility for overseeing audiovisual media services, or where there is no national regulatory authority or body, by other representatives as chosen through their procedures. A Commission representative shall participate in ERGA meetings.
field of audiovisual media services. They shall be represented by the heads or by nominated high level representatives of the national regulatory authority with primary responsibility for overseeing audiovisual media services, or in cases where there is no national regulatory authority, by other representatives as chosen through their procedures. A Commission representative	may include those regional independent regulatory authorities and bodies with full competencies in the field of audiovisual media services. They shall be represented by the heads or by nominated high level representatives of the national regulatory authority with primary responsibility for overseeing audiovisual media services, or in cases where there is no national regulatory authority and/or body, by other representatives as chosen through their procedures. A Commission representative	in the field of audiovisual media services.  A Commission representative shall	national regulatory authorities or bodies in the field of audiovisual media services with primary responsibility for overseeing audiovisual media services, or where there is no national regulatory authority or body, by other representatives as chosen through their procedures. A Commission representative shall participate in ERGA





its work to ensure a continuous implementation in all the regulatory frame audiovisual media se	Member States of consistent work for provisions	in its task to ensure a implementation of the of this Directive in all tates;	Commission to ensure a consistent implementation of the regulatory framework for audiovisual media services;	Commission: - in its task to ensure a consistent implementation of this Directive in all Member States, - on matters related to audiovisual media services within its competence;
(b) to advise and assist to any matter related media services within competence. If justification advise the Commission issues, the group may participants, consum in order to collect the information;	its request, audiovisual its request, audiovisual competence on on certain consult market ers and end-users	, on matters related to I media services within its	(deleted)	
(c) to provide for an exc experience and good application of the reg for audiovisual media	practice as to the sulatory framework experience application	for an exchange of and good practice as to the of the regulatory framework sual media services;	to exchange experience and best practices on the application of the regulatory framework for audiovisual media services;	(b) to exchange experience and best practices on the application of the regulatory framework for audiovisual media services including on accessibility and media literacy;
(d) to cooperate and prowith the information application of this Dia as regards Articles 3 a	necessary for the ective, in particular and 4 thereof; application	te and provide its members ntact committee with the n necessary for the of this Directive, in particular Articles 3, 4 and 7 thereof;	to cooperate and provide its members  with the information necessary for the application of this Directive, in particular as regards Articles 3 and 4 thereof;	(c) to cooperate and provide its members with the information necessary for the application of this Directive, in particular as regards Articles 3, 4 and 7;
(e) to give opinions, who the Commission, on the envisaged in Articles 9(4) and on any matthe audiovisual media see on the protection of incitement to hatred.	he issues 2(5b), 6a(3), 9(2), er relating to rvices, in particular minors and  Commissio Articles 2(5 any matter services, in of minors a	nions, when requested by the n, on the issues envisaged in ib), 6a(3), 9(2), 9(4) and on relating to audiovisual media particular on the protection and incitement to hatred.	to give opinions, when requested by the Commission, on the technical and factual aspects of the issues pursuant to Articles 2(5b), 3(4) and 4(4)(c)	(d) to give opinions, when requested by the Commission, on the technical and factual aspects of the issues pursuant to Article 2(5c), Article 3(2) and (3), point (c) of Article 4(4) and Article 28a(7).
4. The Commission shall be adopt, by means of an im rules of procedure for ERG	plementing act, the adopt, by mean	ns of an implementing act, the	ERGA shall adopt its rules of procedure.	4. ERGA shall adopt its rules of procedure.
	and human reso Regulatory auth	hall have adequate financial ources to carry out its tasks. norities and / or bodies shall pate in and contribute to the		



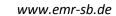




CHAPTER XII FINAL PROVISIONS	CHAPTER XII FINAL PROVISIONS	CHAPTER XII FINAL PROVISIONS	CHAPTER XII FINAL PROVISIONS	CHAPTER XII FINAL PROVISIONS
Article 31	Article 31	Article 31	Article 31	Article 31
In fields which this Directive does not coordinate, it shall not affect the rights and obligations of Member States resulting from existing conventions dealing with telecommunications or broadcasting.	In fields which this Directive does not coordinate, it shall not affect the rights and obligations of Member States resulting from existing conventions dealing with telecommunications or broadcasting.	In fields which this Directive does not coordinate, it shall not affect the rights and obligations of Member States resulting from existing conventions dealing with telecommunications or broadcasting.	In fields which this Directive does not coordinate, it shall not affect the rights and obligations of Member States resulting from existing conventions dealing with telecommunications or broadcasting.	In fields which this Directive does not coordinate, it shall not affect the rights and obligations of Member States resulting from existing conventions dealing with telecommunications or broadcasting.
Article 32	Article 32	Article 32	Article 32	Article 32
Member States shall communicate to the Commission the text of the main provisions of national law which they adopt in the field covered by this Directive.	Member States shall communicate to the Commission the text of the main provisions of national law which they adopt in the field covered by this Directive.	Member States shall communicate to the Commission the text of the main provisions of national law which they adopt in the field covered by this Directive.	Member States shall communicate to the Commission the text of the main provisions of national law which they adopt in the field covered by this Directive.	Member States shall communicate to the Commission the text of the main provisions of national law which they adopt in the field covered by this Directive.
Article 33	Article 33	Article 33	Article 33	Article 33
	The Commission shall monitor Member States' application of the Directive, including its application of co-regulation and self-regulation through codes adopted at national level.	The Commission shall monitor Member States' application of the Directive, including its application of co-regulation and self-regulation through codes adopted at national level.	The Commission shall monitor Member States' application of this Directive	The Commission shall monitor Member States' application of this Directive.
Not later than 19 December 2011, and every 3 years thereafter, the Commission shall submit to the European Parliament, to the Council and to the European Economic and Social Committee a report on the application of this Directive and, if necessary, make further proposals to adapt it to developments in the field of audiovisual media services, in particular in the light of recent technological developments, the competitiveness of the sector and levels of media literacy in all Member States.  That report shall also assess the issue of television advertising accompanying or included in children's programmes, and in particular whether the quantitative and qualitative rules contained in this Directive have afforded the level of protection	By [date – no later than four years after adoption] at the latest, and every three years thereafter, the Commission shall submit to the European Parliament, to the Council and to the European Economic and Social Committee a report on the application of this Directive.  By [date - no later than 10 years after adoption] at the latest, the Commission shall submit to the European Parliament and the Council an ex post evaluation, accompanied where appropriate by proposals for its review, in order to measure the impact of the Directive and its added value.	By [date – no later than four years after adoption] at the latest, and every three years thereafter, the Commission shall submit to the European Parliament, to the Council and to the European Economic and Social Committee a report on the application of this Directive.  By [date - no later than 10 years after adoption] at the latest, the Commission shall submit to the European Parliament and the Council an ex post evaluation, accompanied where appropriate by proposals for its review, in order to measure the impact of the Directive and its added value.	By [date – no later than four years after adoption] at the latest, and every three years thereafter, the Commission shall submit to the European Parliament, to the Council and to the European Economic and Social Committee a report on the application of this Directive.  By [date - no later than eight years after adoption] at the latest, the Commission shall submit to the European Parliament and the Council an ex post evaluation, accompanied where appropriate by proposals for its review, in order to measure the impact of the Directive and its added value.	By 19 December 2022 at the latest, and every three years thereafter, the Commission shall submit to the European Parliament, to the Council and to the European Economic and Social Committee a report on the application of this Directive. By 19 December 2026 at the latest, the Commission shall submit to the European Parliament and the Council an ex post evaluation, accompanied where appropriate by proposals for its review, of the impact of this Directive and its added value.  The Commission shall keep the Contact Committee and ERGA duly informed of the others' work and activities. The Commission shall ensure that information received from Member States on any measure that they have taken in the fields coordinated by this

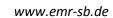


required.			Directive is communicated to the Contact Committee and ERGA.
			Article 33a
			1. Member States shall promote and take measures for the development of media literacy skills.
			2. By 19 December 2022 and every three years thereafter, Member States shall report to the Commission on the implementation of paragraph 1.
			3. The Commission shall, after consulting the Contact Committee, issue guidelines regarding the scope of such reports.
Article 34	Article 34	Article 34	 Article 34
Directive 89/552/EEC, as amended by the Directives listed in Annex I, Part A, is repealed, without prejudice to the obligations of the Member States relating to the time limits for transposition into national law of the Directives set out in Annex I, Part B.	Directive 89/552/EEC, as amended by the Directives listed in Annex I, Part A, is repealed, without prejudice to the obligations of the Member States relating to the time limits for transposition into national law of the Directives set out in Annex I, Part B.	Directive 89/552/EEC, as amended by the Directives listed in Annex I, Part A, is repealed, without prejudice to the obligations of the Member States relating to the time limits for transposition into national law of the Directives set out in Annex I, Part B.	Directive 89/552/EEC, as amended by the Directives listed in Annex I, Part A, is repealed, without prejudice to the obligations of the Member States relating to the time limits for transposition into national law of the Directives set out in Annex I, Part B.
References to the repealed Directive shall be construed as references to this Directive and shall be read in accordance with the correlation table in Annex II.	References to the repealed Directive shall be construed as references to this Directive and shall be read in accordance with the correlation table in Annex II.	References to the repealed Directive shall be construed as references to this Directive and shall be read in accordance with the correlation table in Annex II.	References to the repealed Directive shall be construed as references to this Directive and shall be read in accordance with the correlation table in Annex II.





	Article 2	_	Article 2	Article 2
	<ol> <li>Member States shall bring into force the laws, regulations and administrative provisions necessary to comply with this Directive by [date – no later than 1 year after entry into force] at the latest. They shall forthwith communicate to the Commission the text of those provisions.</li> <li>When Member States adopt those provisions, they shall contain a reference to this Directive or be accompanied by such a reference on the occasion of their official publication. Member States shall determine how such reference is to be made.</li> <li>Member States shall communicate to the Commission the text of the main provisions of national law which they adopt in the field covered by this Directive.</li> </ol>		<ol> <li>Member States shall bring into force the laws, regulations and administrative provisions necessary to comply with this Directive by [date – no later than 2 years after entry into force] at the latest. They shall forthwith communicate to the Commission the text of those provisions.</li> <li>When Member States adopt those provisions, they shall contain a reference to this Directive or be accompanied by such a reference on the occasion of their official publication. Member States shall determine how such reference is to be made.</li> <li>Member States shall communicate to the Commission the text of the main provisions of national law which they adopt in the field covered by this Directive.</li> </ol>	<ol> <li>Member States shall bring into force the laws, regulations and administrative provisions necessary to comply with this Directive by 19 September 2020. They shall immediately communicate the text of those provisions to the Commission.</li> <li>When Member States adopt those provisions, they shall contain a reference to this Directive or be accompanied by such a reference on the occasion of their official publication. Member States shall determine how such reference is to be made.</li> <li>Member States shall communicate to the Commission the text of the main provisions of national law which they adopt in the field covered by this Directive.</li> </ol>
Article 35	Article 3	Article 35	Article 3	Article 3
This Directive shall enter into force on the 20th day following its publication in the Official Journal of the European Union.	This Directive shall enter into force on the 20th day following its publication in the Official Journal of the European Union.	This Directive shall enter into force on the 20th day following its publication in the Official Journal of the European Union.	This Directive shall enter into force on the twentieth day following its publication in the Official Journal of the European Union.	This Directive shall enter into force on the twentieth day following that of its publication in the Official Journal of the European Union.
Article 36	Article 4	Article 36	Article 4	Article 4
This Directive is addressed to the Member States.	This Directive is addressed to the Member States.	This Directive is addressed to the Member States.	This Directive is addressed to the Member States.	This Directive is addressed to the Member States.





### **Contact:**



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