

**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 <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32010L0013&from=EN>

**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 <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52016PC0287&from=EN>

**Amendments of the European Parliament** 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, as of 10 May 2017, available at <http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-%2F%2FEP%2F%2FTEXT%2FBREPORT%2BA8-2017-0192%2B0%2BDOC%2BXML%2BV0%2F%2FEN&language=EN#title8>

**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 [http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CONSIL:ST\\_9691\\_2017\\_INIT&from=EN](http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CONSIL:ST_9691_2017_INIT&from=EN)

**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 <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1543826604342&uri=CELEX:32018L1808>

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

<sup>2</sup> [OJ C 34, 2.2.2017, p. 157.](#)

<sup>3</sup> [OJ C 185, 9.6.2017, p. 41.](#)

<sup>4</sup> 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>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.

<sup>6</sup> 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)

<sup>7</sup> 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).

<sup>8</sup> 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 user-generated content, have gained an 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.
	(2) On 6 May 2015, the Commission adopted "A Digital Single Market Strategy for Europe" <sup>9</sup> 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" <sup>10</sup> , 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" <sup>11</sup> and on 12 March 2014 in its resolution "Preparing for a Fully Converged Audiovisual World" <sup>12</sup> 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

<sup>9</sup> COM(2015) 192 final.

<sup>10</sup> P8\_TA(2016)0009.

<sup>11</sup> P7\_TA(2013)0329.

<sup>12</sup> P7\_TA(2014)0232.

	<p>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.</p>	<p>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 2010/13/EU.</p>	<p>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. _____</p>	<p>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.</p>
			<p>(3-a) The measures applicable to video-sharing platforms are designed to deal only with stored content. 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.</p>	<p>_____</p>
		<p>(3a) Editorial decisions are decisions taken on a day-to-day basis, in particular by programme directors and editors-in-chief, 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.</p>	<p>(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 revenues as the audiovisual media services. Furthermore they also have a</p>	<p>(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 audiences and revenues as audiovisual media services. Furthermore, they also</p>

			<p>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.</p>	<p>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.</p>
			<p>(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</p>	<p>(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 essential functionality criterion of the definition of a "video-sharing platform service". ___</p>



			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) and the right to freedom of expression.	Those guidelines should be drafted with due regard for the general public interest objectives to be achieved by the measures to be taken by video-sharing platform providers and the right to freedom of expression.
			(3c) Where a dissociable section of the service constitutes a video-sharing platform service for the purposes of this Directive, only that section should 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 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 on private websites and non-commercial communities of interest.	(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 covered by that Directive, and only as 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 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 interest.
	(4) In order to ensure the effective implementation of this Directive, it is crucial for Member States to keep up-to-date records of the audiovisual 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.	(4) In order to ensure the effective implementation of this Directive, it is crucial for Member States to keep up-to-date, transparent records of the audiovisual media service providers and video-sharing platform providers under their jurisdiction and regularly share those records with their competent independent regulatory authorities and/or bodies and the Commission. Those records should include information about the criteria on which jurisdiction is based.	(4) In order to ensure the effective implementation of this Directive, it is crucial for Member States to keep up-to-date records of the audiovisual 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.	(7) In order to ensure the effective implementation of Directive 2010/13/EU, it is crucial that Member States establish and maintain up-to-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 on which 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 should be taken of the frequency of such decisions and their link to the day-to-day operation of the audiovisual media service.	—

	<p>(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.</p>	<p>(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 ___ 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.</p>	<p>(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.</p>	<p>(8) 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 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.</p>
	<p>(6) The procedures and conditions for restricting freedom to provide and receive services should be the same for linear and non-linear services.</p>	<p>(6) The procedures and conditions for restricting freedom to provide and receive services should be the same for linear and non-linear services.</p>	<p>(6) The procedures and conditions for restricting freedom to provide and receive services should be the same for linear and non-linear services.</p>	<p>(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.</p>
			<p>(6a) In accordance with existing case law by the Court of Justice, the freedom to provide services guaranteed under the Treaties may be restricted for overriding reasons in the public interest, such as to obtain a high level of consumer protection, provided that such restrictions are justified, proportionate and necessary. Therefore, a Member State may take certain measures to ensure respect for its consumer protection rules which do not fall in the coordinated area of this Directive. Measures taken by a Member State to enforce its national consumer protection regime, including in relation to gambling advertising, would need to be justified, proportionate to the</p>	<p>(10) In accordance with the case-law of the Court of Justice of the European Union (the "Court"), it is possible to restrict the freedom to provide services guaranteed under the Treaty for overriding reasons in the general public interest, such as obtaining a high level of consumer protection, provided that such restrictions are justified, proportionate and necessary. Therefore, a Member State should be able to take certain measures to ensure respect for its consumer protection rules which do not fall in the fields coordinated by Directive 2010/13/EU. Measures taken by a Member State to enforce its national consumer protection regime, including in relation</p>

			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 re-transmission, in its territory, of television broadcasts coming from another Member State.	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.
			(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, 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.	(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 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 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, 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	(12) 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 would consider both regulatory and ___ non-regulatory means, modelled on the Community of practice and the Principles for Better Self- and Co-regulation. 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 Co-regulation. 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>13</sup> COM(2015) 215 final.

<sup>14</sup> For more information: The Community of Practice for better self- and co-regulation, <https://ec.europa.eu/digital-single-market/communities/better-self-and-co-regulation>.



	<p>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 co-regulatory codes adopted in the areas coordinated by this Directive.</p>	<p>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.</p>	<p>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 co-regulatory codes adopted in the areas coordinated by this Directive.</p>	<p>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.</p>
				<p>(13) Experience has shown that both self- 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.</p>
				<p>(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</p>

				<p>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 processes and funding of the scheme. Co-regulation should allow for the 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 are functioning effectively.</p>
	<p>(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.</p>	<p>(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).</p>	<p>(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. ___</p>	<p>(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 ___.</p>
		<p>(8a) In order to enable citizens to access</p>	<p>(8a) The terrorist threat has grown and</p>	<p>(18) Considering the evolution of the means</p>

		<p>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.</p>	<p>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.</p>	<p>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.</p>
	<p>(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 indicating the nature of the content. Content descriptors could be delivered through written, graphical or acoustic means.</p>	<p>(9) In order to empower viewers, in particular 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 such content, in particular, content that may impair minors' physical, mental or moral development. Video-sharing platform providers should likewise provide such information, within the limits provided for in Articles 14 and 15 of Directive 2000/31/EC of the European Parliament and of the Council.</p>	<p>(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.</p>	<p>(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.</p>
			<p>(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</p>	<p>(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</p>

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

				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 continue to be made public through audiovisual media services even if there are circumstances where it is not possible to provide such information in a manner that is accessible to people with a visual or hearing disability.	(24) In some cases, it might not be possible to provide emergency information in a manner that is accessible to persons with disabilities. However, such exceptional cases should not prevent emergency information from being made public through audiovisual media 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 guidelines exist at national and international level, such as the WHO	(10) ___ Member States should be encouraged to ensure that self-regulation and co-regulation, including	(10) Certain widely recognised nutritional guidelines exist at national and international level, such as the WHO	(28) Certain widely recognised nutritional guidelines exist at national and international level, such as the World



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

	that responsible drinking messages accompany audiovisual commercial communications for alcoholic beverages.	that responsible drinking messages accompany audiovisual commercial communications for alcoholic beverages.	that responsible drinking messages accompany audiovisual commercial communications for alcoholic beverages.	responsible drinking messages accompany audiovisual commercial communications for alcoholic beverages.
	(12) 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 monitored, codes of conduct at Union level might be a good means of ensuring a more coherent and effective approach.	(12) 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. ____	(12) 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. <b>When well enforced and monitored, codes of conduct at Union level might be a good means of ensuring a more coherent and effective approach.</b>	<b>(31)</b> 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. ____
	(13) The market for TV broadcasting has evolved and that there is a need for more flexibility with regard to audiovisual commercial communications, in particular for quantitative rules for linear audiovisual media services, product placement and sponsorship. The emergence of new services, including without advertising, has led to a greater choice for viewers, who can easily switch to alternative offers.	(13) The market for <b>audiovisual media services</b> has evolved and there is a need for <b>greater clarity and more flexibility in order to ensure a more genuine level playing field</b> for audiovisual commercial communications, ____ sponsorship and product placement. The emergence of new services, including without advertising, has led to a greater choice for viewers, who can easily switch to alternative offers.	(13) The market for TV <b>broadcasting</b> has evolved and that there is a need for <b>more flexibility with regard to audiovisual commercial communications, in particular for quantitative rules for linear audiovisual media services</b> , product placement and sponsorship. The emergence of new services, including without advertising, has led to a greater choice for viewers, who can easily switch to alternative offers.	<b>(32)</b> The market for <b>television</b> broadcasting has evolved and there is, <b>therefore</b> , a need for more flexibility with regard to audiovisual commercial communications, in particular for quantitative rules for linear audiovisual media services and product placement ____ . The emergence of new services, including those without advertising, has led to a greater choice for viewers, who can easily switch to alternative 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 means of financing audiovisual media services or programmes while	(14) Sponsorship represents an important means of financing audiovisual ____ <b>content</b> .	(14) Sponsorship represents an important means of financing audiovisual media services or programmes while	_____

	<p>promoting a legal or physical person's name, trade mark, image, activities or products. As such, for sponsorship to 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 continue to clearly inform the viewers of the existence of a sponsorship agreement. The content of sponsored programmes should not be influenced in such a way as to affect the audiovisual media service provider's editorial independence.</p>	<p>—</p> <p>Sponsorship announcements should continue to clearly inform the viewers of the existence of a sponsorship agreement. <b>Sponsored content</b> should not be influenced in such a way as to affect the service provider's editorial independence.</p>	<p>promoting a legal or physical person's name, trade mark, image, activities or products.</p> <p>Sponsorship announcements should continue to clearly inform the viewers of the existence of a sponsorship agreement. <b>The content of sponsored programmes</b> should not be influenced in such a way as to affect the audiovisual media service provider's editorial independence.</p>	
	<p>(15) The liberalisation of product placement has not brought about the expected take-up of this form of audiovisual commercial communication. In particular, the general prohibition of product placement with some exceptions has not created legal certainty for audiovisual media service providers. Product placement should thus be allowed in all audiovisual media services, subject to exceptions.</p>	<p>(15) The liberalisation of product placement has not brought about the expected take-up of this form of audiovisual commercial communication. In particular, the general prohibition of product placement with some exceptions has not created legal certainty for audiovisual media service providers. Product placement should thus be allowed in all audiovisual media services <b>and video-sharing platform services</b>, subject to exceptions, <b>as it can create additional income for audiovisual media service providers.</b></p>	<p>(15) The liberalisation of product placement has not brought about the expected take-up of this form of audiovisual commercial communication. In particular, the general prohibition of product placement with some exceptions has not created legal certainty for audiovisual media service providers. Product placement should thus be allowed in all audiovisual media services ____, subject to exceptions ____.</p>	<p><b>(33)</b> The liberalisation of product placement has not brought about the expected take-up of this form of audiovisual commercial communication. In particular, the general prohibition of product placement, <b>albeit</b> with some exceptions, has not created legal certainty for media service providers. Product placement should thus be allowed in all audiovisual media services and video-sharing platform services, subject to exceptions.</p>
		<p><b>(15a)</b> In order to protect the editorial responsibility of the media service providers and the audiovisual value chain, it is essential that the integrity of the programmes and services supplied by media service providers be guaranteed. Programmes and services should be transmitted without being shortened, altered or interrupted. Programmes and services should not be modified without the consent of the media service provider.</p>	<p>—</p>	<p><b>(26)</b> In order to protect the editorial responsibility of media service providers and the audiovisual value chain, it is essential to be able to guarantee the integrity of programmes and audiovisual media services supplied by media service providers. Programmes and audiovisual media services should not be transmitted in a shortened form, altered or interrupted, or overlaid for commercial purposes, without the explicit consent of the media service provider. Member States should ensure that overlays solely initiated or</p>

				<p>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 Council<sup>1</sup>, 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 either.</p>
	<p>(16) Product placement should not be admissible in news and current affairs programmes, consumer affairs programmes, religious programmes and programmes with a significant children’s audience. In particular, evidence shows that product placement and embedded advertisements can affect children’s behaviour as children are often not able to recognise the commercial content. There is thus a need to continue to prohibit product placement in programmes with a significant children’s audience. Consumer affairs programmes are programmes offering advice to viewers, or including reviews on the purchase of products and services. Allowing product placement in such programmes would blur the distinction between advertising and</p>	<p>(16) Product placement should not be admissible in news and current affairs programmes, consumer affairs programmes, religious programmes and <b>children's programmes and content aimed primarily at children</b>. In particular, evidence shows that product placement and embedded advertisements can affect children’s behaviour as children are often not able to recognise the commercial content. There is thus a need to continue to prohibit product placement in <b>children’s programmes and content aimed primarily at children</b>. Consumer affairs programmes are programmes offering advice to viewers, or including reviews on the purchase of products and services. Allowing product placement in such programmes would blur the distinction between advertising</p>	<p>(16) Product placement should not be allowed in news and current affairs programmes, consumer affairs programmes, religious programmes and children's programmes _____. In particular, evidence shows that product placement and embedded advertisements can affect children’s behaviour as children are often not able to recognise the commercial content. There is thus a need to continue to prohibit product placement in children's programmes _____. Consumer affairs programmes are programmes offering advice to viewers, or including reviews on the purchase of products and services. Allowing product placement in such programmes would blur the distinction between advertising and editorial content for viewers who may expect a genuine and honest</p>	<p><b>(34)</b> Product placement should not be allowed in news and current affairs programmes, consumer affairs programmes, religious programmes and children's programmes. In particular, evidence <b>has shown</b> that product placement and embedded advertisements can affect children's behaviour as children are often not able to recognise the commercial content. There is thus a need to continue to prohibit product placement in children's programmes. Consumer affairs programmes are programmes offering advice to viewers or including reviews on the purchase of products and services. Allowing product placement in such programmes would blur the distinction between advertising and editorial content for viewers who may expect a genuine and honest</p>

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



			(19b) Neutral frames separate editorial content from television advertising or teleshopping spots, as well as separate individual spots. They allow the viewer to clearly distinguish when one type of audiovisual content ends and the other starts. It is necessary to clarify that neutral frames are excluded from the quantitative limit set out for television advertising. This is in order to ensure that the time used in neutral frames does not impact on the time used for advertising and that revenues generated from the advertising are not negatively affected.	(42) Neutral frames separate editorial content from television advertising or teleshopping spots, as well as separate individual spots. They allow the viewer to clearly distinguish when one type of audiovisual content ends and the other begins. It is necessary to clarify that neutral frames are excluded from the quantitative limit set out for television advertising. This is in order to ensure that the time used in neutral frames does not impact on the time used for advertising and that revenues generated from the advertising are not negatively affected.
	(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.	(20) Many broadcasters are part of larger broadcasting groups and make announcements not only in connection with their own programmes and ancillary products and audiovisual media services directly derived from those programmes but also in relation to programmes, products and services from other entities belonging to the same broadcasting group. Transmission time allotted to announcements made by the broadcaster in connection with programmes from other entities belonging to the same broadcasting group should also not be included in the maximum amount of daily transmission time that may be allotted to advertising and teleshopping.	(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.	(43) Transmission time allotted to announcements made by the broadcaster in connection with its own programmes and ancillary products directly derived from those programmes, or to public service announcements and charity appeals broadcast free of charge, with the exception of the costs incurred for the transmission of such appeals, should not be included in the maximum amounts of transmission time that may be allotted to television advertising and teleshopping. In addition, many broadcasters are part of larger broadcasting groups and make announcements not only in connection with their own programmes and ancillary products directly derived from those programmes, but also in relation to programmes and audiovisual media 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.
	(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	(21) Providers of on-demand audiovisual media services should promote the production and distribution of European works by ensuring that their	(35) Providers of on-demand audiovisual media services should promote the production and distribution of European works by ensuring that their

	<p>catalogues contain a minimum share of European works and that those are given enough prominence.</p>	<p>catalogues contain a minimum share of European works and that those are given enough prominence. <b>This should allow users of on-demand audiovisual media services to easily discover and find European works, while promoting cultural diversity.</b> 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.</p>	<p>catalogues contain a minimum share of European works and that those are given enough prominence. <b>Prominence is about promoting European works through facilitating access to such works.</b> 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.</p>	<p>catalogues contain a minimum share of European works and that they are given sufficient prominence. <b>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.</b> 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.</p>
	<p>(22) In order to ensure adequate levels of investment on European works, Member States should be able to impose financial obligations to on-demand 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 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 generated through the audience in that Member</p>	<p>(22) In order to ensure adequate levels of investment on European works, Member States should be able to impose financial obligations to on-demand service providers established <b>under their jurisdiction.</b> 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 <b>made with on-demand</b></p>	<p>(22) In order to ensure adequate levels of investment on European works, Member States should be able to impose financial obligations to on-demand service providers established <b>on their territory.</b> 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 <b>generated</b> through the audience in that Member</p>	<p><b>(36)</b> In order to ensure adequate levels of investment in European works, Member States should be able to impose financial obligations <b>on media service providers</b> 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 <b>generated by audiovisual media services</b> 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, <b>a Member State</b> is also allowed to impose such financial obligations on <b>media service providers</b> established in another Member State <b>that target its</b> territory. In <b>that case</b>, financial obligations should only be charged on the revenues generated through the audience in <b>the targeted</b> Member</p>

	State.	services and generated through the audience in that Member State. If the Member State where the provider is established imposes a financial contribution, it should take into account any financial contributions imposed by the targeted state.	State. ___	State. Media service providers that are required to contribute to film funding schemes in a targeted Member State should be able to benefit in a non-discriminatory way, even in the absence of an establishment in that 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 whether an on-demand audiovisual media service established in another Member State is targeting audiences in its territory, a Member State shall refer to indicators such as advertisement or other promotions specifically aiming at customers in its territory, the main language of the service or the existence of content or commercial communications aiming specifically at the audience in the Member State of reception.	(23) When assessing on a case-by-case basis whether an on-demand audiovisual media service established in another Member State is targeting audiences in its territory, a Member State shall refer to indicators such as advertisement or other promotions specifically aiming at customers in its territory, the main language of the service or the existence of content or commercial communications aiming specifically at the audience in the Member State of reception.	(23) When assessing on a case-by-case basis whether an on-demand audiovisual media service established in another Member State is targeting audiences in its territory, a Member State shall refer to indicators such as advertisement or other promotions specifically aiming at customers in its territory, the main language of the service or the existence of content or commercial communications aiming specifically at the audience in the Member State of reception.	(38) A Member State, when assessing, on a case-by-case basis, whether an on-demand audiovisual media service established in another Member State is targeting audiences in its territory, should refer to indicators such as advertisement or other promotions specifically aiming at customers in its territory, the main language of the service or the existence of content or commercial communications aiming specifically at the audience in the Member State of reception.
	(24) When Member States impose financial contributions to providers of on-demand services such contributions shall seek an adequate promotion of	(24) When Member States impose financial contributions to providers of on-demand services such contributions shall seek an adequate promotion of	(24) When Member States impose financial contributions to media service providers, such contributions should seek an adequate promotion of	(39) Where a Member State imposes financial contributions on media service providers, such contributions should strive for an adequate promotion of

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

<sup>15</sup> 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).

		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 on video-sharing platforms, they are already regulated by Directive 2005/29/EC of the European Parliament and of the Council, which prohibits unfair business-to-consumer commercial practices, including misleading and aggressive practices occurring in information society services. As regards commercial communications concerning tobacco and related products in video-sharing platforms, the existing prohibitions provided for in Directive 2003/33/EC of	(27) As regards commercial communications on video-sharing platforms, they are already regulated by Directive 2005/29/EC of the European Parliament and of the Council, which prohibits unfair business-to-consumer commercial practices, including misleading and aggressive practices occurring in information society services. As regards commercial communications concerning tobacco and related products in video-sharing platforms, the existing prohibitions provided for in Directive 2003/33/EC of	(27) As regards commercial communications on video-sharing platforms, they are already regulated by Directive 2005/29/EC of the European Parliament and of the Council, which prohibits unfair business-to-consumer commercial practices, including misleading and aggressive practices occurring in information society services. As regards commercial communications concerning tobacco and related products in video-sharing platforms, the existing prohibitions provided for in Directive 2003/33/EC of	(46) ___ Commercial communications on video-sharing platform services are already regulated by Directive 2005/29/EC of the European Parliament and of the Council, which prohibits unfair business-to-consumer commercial practices, including misleading and aggressive practices occurring in information society services. As regards commercial communications concerning tobacco and related products in videosharing platforms, the existing prohibitions provided for in Directive 2003/33/EC of the European Parliament



	<p>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.</p>	<p>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 <b>and should be applied to all audiovisual media services</b>. The measures set out in this Directive therefore complement those set out in Directives 2005/29/EC, 2003/33/EC and 2014/40/EU <b>and establish a common level playing field for audiovisual media services, video-sharing platform services and user-generated videos</b>.</p>	<p>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. _____</p>	<p>and of the Council, as well as the prohibitions applicable to commercial communications concerning <b>electronic</b> 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. <b>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.</b></p>
	<p>(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 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 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.</p>	<p>(28) <b>Some</b> of the content <b>hosted</b> on video-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 <b>users</b> 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 <b>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>. Those grounds are intended to further specify the characteristics of</p>	<p>(28) <b>An important share</b> of the content <b>stored</b> 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 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 citizens from incitement to violence or hatred directed against a group of persons or a member of such a group defined by reference <b>to sex</b>, race, colour, religion, descent or national or ethnic origin _____.</p>	<p><b>(47)</b> A significant share of the content <b>provided</b> 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 <b>and audiovisual commercial communications</b>, 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. <b>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.</b></p>

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

<sup>16</sup> 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).

	<p>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<sup>17</sup>. It should also remain possible for video-sharing platform providers to take stricter measures on a voluntary basis.</p>	<p>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 information and media pluralism.</p>	<p>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. ___</p>	<p>expression and information and media pluralism.</p>
				<p>(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.</p>
	<p>(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</p>	<p>(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</p>	<p>(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</p>	<p>(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</p>

<sup>17</sup> 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).

	personal data, the freedom of expression and information, the freedom to conduct a business, the prohibition of discrimination and the right of the child.	personal data, the freedom of expression and information, the freedom to conduct a business, the prohibition of discrimination and the right of the child.	personal data, the freedom of expression and information, the freedom to conduct a business, the prohibition of discrimination and the right of the child.	freedom of expression and information, the freedom to conduct a business, the prohibition of discrimination and the rights of the child.
	<p>(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.</p>	<p>(32) ___ 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 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-</p>	<p>(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.</p>	<p>(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.</p>



		sharing platform provider' 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 relevant national authorities of the Member States. When appointing their representatives, Member States are encouraged to promote gender parity in the composition of the Contact Committee.
	(33) Regulatory authorities of the Member States can achieve the requisite degree of structural independence only if established as separate legal entities. Member States should therefore guarantee the independence of the national regulatory authorities from both the government, public bodies and the industry with a view to ensuring the impartiality of their decisions. This requirement of independence should be without prejudice to the possibility for Member States to establish regulators having oversight over different sectors, such as audiovisual and telecom. National regulatory authorities should be in possession of the enforcement powers and resources necessary for the fulfilment of their tasks, in terms of	(33) ____  Member States should ____ guarantee the independence of the ____ regulatory authorities and/or bodies from both the government, public bodies and the industry with a view to ensuring the impartiality of their decisions. This requirement of independence should be without prejudice to the possibility for Member States to establish regulators having oversight over different sectors, such as audiovisual and telecommunications. Regulatory authorities and/or bodies should be in possession of the enforcement powers and resources necessary for the fulfilment of their tasks, in terms of	(33) Member States should ensure that their national regulatory authorities are legally distinct from the government. However, this should not preclude Member States from exercising supervision in accordance with their national constitutional law. Regulatory authorities or bodies of the Member States should be considered to have achieved the requisite degree of independence if those regulatory authorities or bodies, including those that are constituted as public authorities or bodies, are functionally and effectively independent of their respective governments and of any other public or private body. This is considered essential to ensure the impartiality of decisions taken by a national regulatory authority or body.	(53) Member States should ensure that their national regulatory authorities or bodies are legally distinct from the government. However, this should not preclude Member States from exercising supervision in accordance with their national constitutional law. National regulatory authorities or bodies should be considered to have achieved the requisite degree of independence if those authorities or bodies, including those that are constituted as public authorities or bodies, are functionally and effectively independent of their respective governments and of any other public or private body. That is considered essential to ensure the impartiality of decisions taken by a national regulatory authority or body. The requirement of

<sup>18</sup> 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.



	<p>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.</p>	<p>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. <b>In that respect, it is necessary that regulatory authorities and/or bodies support audiovisual media services providers in the exercise of their editorial independence.</b></p>	<p><b>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.</b></p>	<p>independence should be without prejudice to the possibility for Member States to establish <b>regulatory authorities that have</b> 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 <b>2010/13/EU</b> should ensure respect for the objectives of media pluralism, cultural diversity, consumer protection, <b>the proper functioning of</b> the internal market and the promotion of fair competition.</p>
				<p><b>(54)</b> 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.</p>
	<p><b>(34)</b> 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.</p>	<p><b>(34)</b> 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.</p>	<p><b>(34)</b> 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.</p>	<p><b>(55)</b> ___ 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.</p>
	<p><b>(35)</b> With a view to ensuring the consistent application of the Union audiovisual regulatory framework across all</p>	<p><b>(35)</b> With a view to ensuring the consistent application of the Union audiovisual regulatory framework across all</p>	<p><b>(35)</b> With a view to ensuring the consistent application of the Union audiovisual regulatory framework across all</p>	<p><b>(56)</b> With a view to ensuring the consistent application of the Union audiovisual regulatory framework across all</p>

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

			hate speech, as well as on the content of audiovisual commercial communications for foods high in fat, salt/sodium and sugars ____.	the protection of minors, as well as on the content of audiovisual commercial communications for foods high in fat, 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 the ability of Member States to impose obligations to ensure discoverability and accessibility of content of general interest under defined general interest objectives such as media pluralism, freedom of speech and cultural diversity. Such obligations should only be imposed where they are necessary to meet general interest objectives clearly defined by Member States in conformity with Union law. In this respect, Member States should in particular examine the need for regulatory intervention against the results of the outcome of market forces. Where Member States decide to impose discoverability rules, they should only impose proportionate	(38) This Directive is without prejudice to the ability of Member States to impose obligations to ensure <b>the appropriate prominence</b> of content of general interest under defined general interest objectives such as media pluralism, freedom of speech and cultural diversity. Such obligations should only be imposed where they are necessary to meet general interest objectives clearly defined by Member States in conformity with Union law. ____ Where Member States decide to impose rules <b>on appropriate prominence</b> , they should only impose proportionate obligations on undertakings, in the interest of legitimate public policy considerations.	(38) This Directive is without prejudice to the ability of Member States to impose obligations to ensure <b>discoverability and accessibility</b> of content of general interest under defined general interest objectives such as media pluralism, freedom of speech and cultural diversity. Such obligations should only be imposed where they are necessary to meet general interest objectives clearly defined by Member States in conformity with Union law. <b>In this respect, Member States should in particular examine the need for regulatory intervention against the results of the outcome of market forces.</b> Where Member States decide to impose <b>discoverability</b> rules, they should only impose proportionate	(25) Directive 2010/13/EU is without prejudice to the ability of Member States to impose obligations to ensure the <b>appropriate prominence</b> of content of general interest under defined general interest objectives such as media pluralism, freedom of speech and cultural diversity. Such obligations should only be imposed where they are necessary to meet general interest objectives clearly defined by Member States in accordance with Union law. ____ Where Member States decide to impose <b>rules on appropriate prominence</b> , they should only impose proportionate obligations on undertakings in the interests of legitimate public policy considerations.

	obligations on undertakings, in the interest of legitimate public policy considerations.		obligations on undertakings, in the 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 improving such access services for persons with disabilities and for the elderly, indicating clearly in the programme information as well as in the electronic 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.		(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 child enshrined in the Charter of Fundamental Rights of the European Union.	(39) Member States, when implementing this Directive, are under the obligation to respect fundamental rights and observe the principles recognised in particular by the Charter _____. In particular, Member States should ensure that national laws, regulations and administrative provisions transposing this Directive do not directly or indirectly undermine 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 and the right to non-discrimination enshrined in the Charter _____.	(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 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.

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



			beneficial owners and politically 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.	owners ____.
	(40) The right to access political news programmes is crucial to safeguard the fundamental freedom to receive information and to ensure that the interests of viewers in the Union are fully and properly protected. Given the ever growing importance of audiovisual media services for societies and democracy, broadcasts of political news should, to the best extent possible, and without prejudice to copyright rules, be made available cross-border in the EU.	(40) The right to access political news programmes is crucial to safeguard the fundamental freedom to receive information and to ensure that the interests of viewers in the Union are fully and properly protected. Given the ever growing importance of audiovisual media services for societies and democracy, broadcasts of political news should, to the best extent possible, and without prejudice to copyright rules, be made available cross-border in the EU.	(40) The right to access political news programmes is crucial to safeguard the fundamental freedom to receive information and to ensure that the interests of viewers in the Union are fully and properly protected. Given the ever growing importance of audiovisual media services for societies and democracy, broadcasts of political news should, to the best extent possible, and without prejudice to copyright rules, be made available cross-border in the EU.	(62) The right to access political news programmes is crucial to safeguard the fundamental freedom to receive information and to ensure that the interests of viewers in the Union are fully and properly protected. Given the ever-growing importance of audiovisual media services for societies and democracy, broadcasts of political news should, to the greatest extent possible, and without prejudice to copyright rules, be made available cross-border in the Union.
	(41) This Directive does not concern rules of private international law, in particular rules governing the jurisdiction of the courts and the law applicable to contractual and non-contractual obligations.	(41) This Directive does not concern rules of private international law, in particular rules governing the jurisdiction of the courts and the law applicable to contractual and non-contractual obligations.	(41) This Directive does not concern rules of private international law, in particular rules governing the jurisdiction of the courts and the law applicable to contractual and non-contractual obligations.	(63) Directive 2010/13/EU does not concern rules of private international law, in particular rules governing the jurisdiction of the courts and the law applicable to contractual and non-contractual obligations.
	(42) In accordance with the Joint Political Declaration of 28 September 2011 of Member States and the Commission on explanatory documents, Member States have undertaken to accompany, in justified cases, the notification of their transposition measures by one or more documents explaining the relationship between the components of a directive and the corresponding parts of national transposition instruments. With regard to this Directive, the legislator considers the transmission of such documents to be justified.	(42) In accordance with the Joint Political Declaration of 28 September 2011 of Member States and the Commission on explanatory documents, Member States have undertaken to accompany, in justified cases, the notification of their transposition measures by one or more documents explaining the relationship between the components of a directive and the corresponding parts of national transposition instruments. With regard to this Directive, the legislator considers the transmission of such documents to be justified.	(42) In accordance with the Joint Political Declaration of 28 September 2011 of Member States and the Commission on explanatory documents, Member States have undertaken to accompany, in justified cases, the notification of their transposition measures by one or more documents explaining the relationship between the components of a directive and the corresponding parts of national transposition instruments. With regard to this Directive, the legislator considers the transmission of such documents to be justified.	(64) In accordance with the Joint Political Declaration of 28 September 2011 of Member States and the Commission on explanatory documents, Member States have undertaken to accompany, in justified cases, the notification of their transposition measures by one or more documents explaining the relationship between the components of a directive and the corresponding parts of national transposition instruments. With regard to this Directive, the legislator considers the transmission of such documents to be justified.
	(43) Directive 2010/13/EU should therefore be amended accordingly, HAVE ADOPTED THIS DIRECTIVE:	(43) Directive 2010/13/EU should therefore be amended accordingly, HAVE ADOPTED THIS DIRECTIVE:	(43) Directive 2010/13/EU should therefore be amended accordingly, HAVE ADOPTED THIS DIRECTIVE:	(65) Directive 2010/13/EU should therefore be amended accordingly, HAVE 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
<p><b>Article 1</b></p> <p>1. For the purposes of this Directive, the following definitions shall apply:</p> <p>(a) ‘audiovisual media service’ means:</p> <p>(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;</p> <p>(ii) audiovisual commercial communication;</p>	<p><b>Article 1</b></p> <p>1. For the purposes of this Directive, the following definitions shall apply:</p> <p>(a) ‘audiovisual media service’ means:</p> <p>(i) a service as defined by Articles 56 and 57 of the Treaty on the Functioning of the European Union, <b>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</b>, 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;</p> <p>(ii) audiovisual commercial communication;</p> <p>(aa) <b>‘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:</b></p> <p>(i) <b>the service consists of the storage of a large amount of programmes or user-generated videos, for which the video-sharing platform provider does not have editorial responsibility;</b></p>	<p><b>Article 1</b></p> <p>1. For the purposes of this Directive, the following definitions shall apply:</p> <p>(a) ‘audiovisual media service’ means:</p> <p>(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 <b>of a wider service</b> 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;</p> <p>(ii) audiovisual commercial communication;</p> <p>(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 <b>all</b> the following requirements:</p> <p>(i) <b>a main functionality</b> of the service consists <b>in making available</b> of programmes or user-generated videos <b>to the general public</b>, for which the video-sharing platform provider does not have editorial</p>	<p><b>Article 1</b></p> <p>1. For the purposes of this Directive, the following definitions shall apply:</p> <p>(a) ‘audiovisual media service’ means:</p> <p>(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;</p> <p>(ii) audiovisual commercial communication;</p> <p>(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:</p> <p>(i) <b>the service consists of the storage of programmes or user-generated videos, for which the video-sharing platform provider does not have editorial responsibility;</b></p>	<p><b>Article 1</b></p> <p>1. For the purposes of this Directive, the following definitions shall apply:</p> <p>(a) ‘audiovisual media service’ means:</p> <p>(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 <b>means of</b> 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;</p> <p>(ii) audiovisual commercial communication;</p> <p>(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, <b>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, user-generated videos, or both, to the general public, for which the video-sharing platform provider does not have editorial responsibility, in order</b></p>

<p>(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 and the form and content of which are comparable to the form and content of television broadcasting. Examples of programmes include feature-length films, sports events, situation comedies, documentaries, children's programmes and original drama;</p>	<p>(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;</p> <p>(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;</p> <p>(iv) the service is made available by electronic communications networks within the meaning of point (a) of Article 2 of Directive 2002/21/EC.</p> <p>(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;</p> <p>(ba) 'user-generated video' means a set of moving images with or without sound</p>	<p>responsibility;</p> <p>(ii) 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;</p> <p>(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</p> <p>(iv) the service is made available by electronic communications networks within the meaning of point (a) of Article 2 of Directive 2002/21/EC.</p> <p>(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;</p> <p>(ba) 'user-generated video' means a set of moving images with or without sound</p>	<p>(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;</p> <p>(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</p> <p>(iv) the service is made available by electronic communications networks within the meaning of point (a) of Article 2 of Directive 2002/21/EC;</p> <p>(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;</p> <p>(ba) 'user-generated video' means a set of moving images with or without sound</p>	<p>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.</p> <p>(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;</p> <p>(ba) 'user-generated video' means a set of moving images with or without sound</p>
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<p>(c) 'editorial responsibility' means the 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 content or the services provided;</p> <p>(d) 'media service provider' means the natural or legal person who has editorial responsibility for the choice of the audiovisual content of the audiovisual media service and determines the manner in which it is organised;</p> <p>(e) 'television broadcasting' or 'television broadcast' (i.e. a linear audiovisual media service) means an audiovisual media service provided by a media</p>	<p>constituting an individual item that is created and/or uploaded to a video-sharing platform by one or more users;</p> <p>(c) 'editorial responsibility' means the 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 content or the services provided;</p> <p>(d) 'media service provider' means the natural or legal person who has editorial responsibility for the choice of the audiovisual content of the audiovisual media service and determines the manner in which it is organised;</p> <p>(da) 'video-sharing platform provider' means the natural or legal person who provides a video-sharing platform service;</p> <p>(e) 'television broadcasting' or 'television broadcast' (i.e. a linear audiovisual media service) means an audiovisual media service provided by a media</p>	<p>constituting an individual item that is ... uploaded to a video-sharing platform ...;</p> <p>(bb) 'editorial decision' means a decision taken on a day-to-day basis for the purpose of exercising editorial responsibility;</p> <p>(bb) 'access service' means an add-on feature of the audiovisual media service that improves the accessibility of the programmes for people with functional limitations, including persons with disabilities.</p> <p>(c) 'editorial responsibility' means the 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. 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Editorial responsibility does not necessarily imply any legal liability under national law for the content or the services provided;</p> <p>(d) 'media service provider' means the natural or legal person who has editorial responsibility for the choice of the audiovisual content of the audiovisual media service and determines the manner in which it is organised;</p> <p>(da) 'video-sharing platform provider' means the natural or legal person who provides a video-sharing platform service;</p> <p>(e) 'television broadcasting' or 'television broadcast' (i.e. a linear audiovisual media service) means an audiovisual media service provided by a media</p>
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<p>service provider for simultaneous viewing of programmes on the basis of a programme schedule;</p> <p>(f) ‘broadcaster’ means a media service provider of television broadcasts;</p> <p>(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;</p> <p>(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;</p> <p>(i) ‘television advertising’ means any form of announcement broadcast whether in return for payment or for similar consideration or broadcast for self-promotional 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;</p> <p>(j) ‘surreptitious audiovisual commercial communication’ means the</p>	<p>service provider for simultaneous viewing of programmes on the basis of a programme schedule;</p> <p>(f) ‘broadcaster’ means a media service provider of television broadcasts;</p> <p>(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;</p> <p>(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. 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<p>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;</p> <p>(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;</p> <p>(l) ‘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;</p> <p>(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;</p> <p>(n) ‘European works’ means the following:</p> <p>(i) works originating in Member States;</p>	<p>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;</p> <p>(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;</p> <p>(l) ‘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;</p> <p>(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;</p> <p>(n) ‘European works’ means the following:</p> <p>(i) works originating in Member States;</p>	<p>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;</p> <p>(k) ‘sponsorship’ means any <b>direct or indirect</b> contribution made by public or private undertakings or natural persons not engaged in providing audiovisual media services <b>or video-sharing platform services or user-generated videos</b> or in the production of audiovisual works, to the financing of <b>the</b> audiovisual media services, <b>or the video-sharing platform services or the user-generated videos</b> or the programmes with a view to promoting their name, trade mark, image, activities or products;</p> <p>(l) ‘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;</p> <p>(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 <b>or user-generated video</b>, in return for payment or for similar consideration;</p> <p>(n) ‘European works’ means the following:</p> <p>(i) works originating in Member States;</p>	<p>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;</p> <p>(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 the programmes with a view to promoting their name, trade mark, image, activities or products;</p> <p>(l) ‘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;</p> <p>(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;</p> <p>(n) ‘European works’ means the following:</p> <p>(i) works originating in Member States;</p>	<p>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;</p> <p>(k) ‘sponsorship’ means any contribution made by public or private undertakings or natural persons not engaged in providing audiovisual media services <b>or video-sharing platform services</b> or in <b>producing</b> audiovisual works to the financing of audiovisual media services, <b>video-sharing platform services, user-generated videos</b> or programmes with a view to promoting their name, trade mark, image, activities or products;</p> <p>(l) ‘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;</p> <p>(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 <b>or a user-generated video</b> in return for payment or for similar consideration;</p> <p>(n) ‘European works’ means the following:</p> <p>(i) works originating in Member States;</p>
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<p>(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;</p> <p>(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.</p> <p>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.</p> <p>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:</p> <p>(i) they are made by one or more producers established in one or more of those States;</p> <p>(ii) the production of the works is supervised and actually controlled by one or more producers established in one or more of those States;</p> <p>(iii) the contribution of co-producers of those States to the total co-production costs is preponderant and the co-production is not controlled by one or more producers established outside those States.</p> <p>4. Works that are not European works</p>	<p>(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;</p> <p>(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.</p> <p>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.</p> <p>3. 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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:</p> <p>(i) they are made by one or more producers established in one or more of those States;</p> <p>(ii) the production of the works is supervised and actually controlled by one or more producers established in one or more of those States;</p> <p>(iii) the contribution of co-producers of those States to the total co-production costs is preponderant and the co-production is not controlled by one or more producers established outside those States.</p> <p>4. Works that are not European works</p>
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<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>
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CHAPTER II GENERAL PROVISIONS	CHAPTER II GENERAL PROVISIONS FOR AUDIOVISUAL MEDIA SERVICES	CHAPTER II GENERAL PROVISIONS FOR AUDIOVISUAL MEDIA SERVICES	CHAPTER II GENERAL PROVISIONS FOR AUDIOVISUAL MEDIA SERVICES	CHAPTER II GENERAL PROVISIONS FOR AUDIOVISUAL MEDIA SERVICES
<p><b>Article 2</b></p> <p>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.</p> <p>2. For the purposes of this Directive, the media service providers under the jurisdiction of a Member State are any of the following:</p> <p>(a) those established in that Member State in accordance with paragraph 3;</p> <p>(b) those to whom paragraph 4 applies.</p> <p>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:</p> <p>(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;</p> <p>(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</p>	<p><b>Article 2</b></p> <p>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.</p> <p>2. For the purposes of this Directive, the media service providers under the jurisdiction of a Member State are any of the following:</p> <p>(a) those established in that Member State in accordance with paragraph 3;</p> <p>(b) those to whom paragraph 4 applies.</p> <p>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:</p> <p>(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;</p> <p>(b) <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></p>	<p><b>Article 2</b></p> <p>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.</p> <p>2. For the purposes of this Directive, the media service providers under the jurisdiction of a Member State are any of the following:</p> <p>(a) those established in that Member State in accordance with paragraph 3;</p> <p>(b) those to whom paragraph 4 applies.</p> <p>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:</p> <p>(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;</p> <p>(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 <b>a significant part</b> of the workforce involved in the pursuit of the audiovisual media service activity operates. <b>If a significant part of the workforce involved in the pursuit of the</b></p>	<p><b>Article 2</b></p> <p>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.</p> <p>2. For the purposes of this Directive, the media service providers under the jurisdiction of a Member State are any of the following:</p> <p>(a) those established in that Member State in accordance with paragraph 3;</p> <p>(b) those to whom paragraph 4 applies.</p> <p>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:</p> <p>(a) the media service provider has its head office in that Member State and the editorial decisions about the audiovisual media service are taken <b>on a regular basis</b> in that Member State;</p> <p>(b) if a media service provider has its head office in one Member State but editorial decisions on the audiovisual media service are taken <b>on a regular basis</b> 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 <b>programme-related</b> audiovisual media service activity operates. If a significant part of the workforce</p>	<p><b>Article 2</b></p> <p>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.</p> <p>2. For the purposes of this Directive, the media service providers under the jurisdiction of a Member State are any of the following:</p> <p>(a) those established in that Member State in accordance with paragraph 3;</p> <p>(b) those to whom paragraph 4 applies.</p> <p>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:</p> <p>(a) the media service provider has its head office in that Member State and the editorial decisions about the audiovisual media service are taken <b>___</b> in that Member State;</p> <p>(b) if a media service provider has its head office in one Member State but editorial decisions on the audiovisual media service are taken <b>___</b> in another Member State, <b>the media service provider</b> 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</p>





<p>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.</p>	<p>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.</p> <p>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.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>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</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>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</p>
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<p>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.</p>	<p>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.</p>	<p>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.</p> <p>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.</p>	<p>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.</p>	<p>decision pursuant to Article 3(2) or (3), or Article 4(5), it shall also decide which Member State has jurisdiction.</p> <p>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.</p>
<p><b>Article 3</b></p> <p>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.</p> <p>2. In respect of television broadcasting, Member States may provisionally derogate from paragraph 1 if the following conditions are fulfilled:</p> <p>(a) a television broadcast coming from another Member State manifestly, seriously and gravely infringes Article 27(1) or (2) and/or Article 6;</p>	<p><b>Article 3</b></p> <p>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.</p> <p>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:</p> <p>(a) ... manifestly, seriously and gravely infringes Articles 6 or 12, or both;</p> <p>(b) prejudices or presents a serious and grave risk of prejudice to public security, including the safeguarding of national security and defence; or</p> <p>(c) prejudices or presents a serious and grave risk of prejudice to public health.</p> <p>3. Member States may only apply paragraph 2 where the following conditions are met:</p>	<p><b>Article 3</b></p> <p>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.</p> <p>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:</p> <p>(a) manifestly, seriously and gravely infringes Articles 6 or 6a(1); or;</p> <p>(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.</p> <p>-----</p> <p>3. Member States may only apply paragraph 2 where the following conditions are met:</p>	<p><b>Article 3</b></p> <p>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.</p> <p>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:</p> <p>(a) manifestly, seriously and gravely infringes Articles 6 or 12 (1);</p> <p>(b) prejudices or presents a serious and grave risk of prejudice to public security ..., including the safeguarding of national security and defence; or</p> <p>(c) prejudices or presents a serious and grave risk of prejudice to public health.</p> <p>3. Member States may only apply paragraph 2 where the following conditions are met:</p>	<p><b>Article 3</b></p> <p>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.</p> <p>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 risk of prejudice to public health.</p> <p>The derogation referred to in the first subparagraph shall be subject to the following conditions:</p>

<p>(b) during the previous 12 months, the broadcaster has infringed the provision(s) referred to in point (a) on at least two prior occasions;</p> <p>(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;</p> <p>(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.</p>	<p>(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;</p> <p>(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;</p> <p>(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);</p> <p>(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;</p> <p>(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</p>	<p>(a) the media service provider has, in the opinion of the Member State concerned, contravened point (a) or (b) of paragraph 2</p> <p>(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;</p> <p>(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);</p> <p>(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</p> <p>(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</p>	<p>(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;</p> <p>(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;</p> <p>(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);</p> <p>(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;</p> <p>(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</p>	<p>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;</p> <p>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;</p> <p>c) 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</p> <p>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).</p>
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<p>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.</p>	<p>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.</p> <p>Points (a) and (d) of paragraph 3 shall apply only in respect of linear services.</p> <p>4. The Commission shall, within <b>three</b> months following the notification of the measures taken by the Member State <b>in application of paragraphs 2 and 3 and after having consulted ERGA</b>, take a decision on whether <b>those</b> measures are compatible with Union law. <b>That period shall begin on the day following the receipt of a complete notification.</b></p> <p>The notification shall be considered as complete if, within <b>three months</b> from its receipt, or from the receipt of any additional information requested, the Commission does not request any further information. <b>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.</b></p> <p><b>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</b></p>	<p>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.</p> <p>-----</p> <p>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.</p> <p>The notification shall be considered as complete if, within <b>one month</b> 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.</p> <p>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</p>	<p><b>national law</b> and the measures that <b>the notifying</b> Member State intends to take. It shall duly <b>consider</b> those views as well as the views of the Member State of jurisdiction.</p> <p>Points (a) and (d) of paragraph 3 shall apply only in respect of linear services.</p> <p>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.</p> <p>4. The Commission shall, within three months following the <b>complete</b> 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. <b>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.</b></p> <p>The notification shall be considered as complete if it contains <b>all information necessary to assess the criteria in paragraph 2 and the conditions in paragraph 3 and if, within one month from its receipt ...</b>, the Commission does not request any further information <b>strictly necessary to reach a decision. ...</b></p> <p>Where the Member State concerned does not provide this information <b>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</b></p>	<p>Within three months <b>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)</b>, the Commission shall take a decision on whether those measures are compatible with Union law. <b>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.</b></p>
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	<p>Commission decides that <b>the measures are incompatible with Union law</b>, the Member State <b>shall</b> put an end to the measures in question as a matter of urgency.</p>	<p>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 <b>within two weeks</b>.</p>	<p>of that Member State submitting a new notification.</p> <p>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.</p>	<p>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 <b>public security</b>, 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</p>
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<p>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.</p> <p>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:</p> <p>(a) the measures are:</p> <p>(i) necessary for one of the following reasons:</p> <p>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,</p> <p>the protection of public health,</p> <p>public security, including the safeguarding of national security and defence,</p> <p>the protection of consumers, including investors;</p>	<p>5. Paragraphs 3 and 4 shall be without prejudice to the application of any procedure, remedy or sanction to the <b>contraventions</b> in question in the Member State which has jurisdiction over the <b>media service provider</b> concerned.</p>	<p>5. Paragraphs 3 and 4 shall be without prejudice to the application of any procedure, remedy or sanction to the <b>contravention</b> in question in the Member State which has jurisdiction over the media service provider concerned.</p>	<p>5. Paragraphs 3 and 4 shall be without prejudice to the application of any procedure, remedy or sanction to the <b>infringements</b> in question in the Member State which has jurisdiction over the media service provider concerned.</p>	<p>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.</p> <p>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.</p>
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<p>(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;</p> <p>(iii) proportionate to those objectives;</p> <p>(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:</p> <p>(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;</p> <p>(ii) notified the Commission and the Member State under whose jurisdiction the media service provider falls of its intention to take such measures.</p>				
<p>5. Member States may, in urgent cases, derogate from the conditions laid down in point (b) of paragraph 4.</p> <p>Where this is the case, the measures shall be</p>	<p>6. Member States may, in urgent cases, derogate from the conditions laid down in points (b) and (c) of paragraph 3.</p> <p>Where this is the case, the measures shall be</p>	<p>6. Member States may, in urgent cases, derogate from the conditions laid down in points (b) and (c) of paragraph 3.</p> <p>Where this is the case, the measures shall be</p>	<p>6. Without prejudice to point (e) of paragraph 3, Member States may, in urgent cases, derogate from the conditions laid down in points (b) to (d) of paragraph 3. In urgent cases that constitute a clear and present risk to public security and without prejudice to point (e) of paragraph 3, Member States may additionally derogate from the conditions laid out in point (a) of paragraph 3 if the Member State concerned considers that the broadcaster has infringed point (b) of paragraph 2 on at least one occasion and that Member State provisionally derogates from paragraph 1 within one month following such alleged infringement.</p> <p>Where a Member State applies this</p>	<p>5. ___ Member States may, in urgent cases, no later than one month after the alleged infringement, derogate from the conditions laid down in points (a) and (b) of paragraph 3. ___ Where this is the case, the measures taken 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.</p>

<p>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.</p> <p>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.</p>	<p>notified in the shortest possible time to the Commission and to the Member State <b>which has jurisdiction over the media service provider, setting out</b> the reasons for which the Member State considers that there is such urgency <b>that derogating from those conditions is necessary.</b></p> <p>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 <b>require</b> the Member State <b>concerned</b> to refrain from taking any <b>intended</b> measures or urgently to put an end to <b>those</b> measures.</p> <p>8. <b>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.</b></p>	<p>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.</p> <p>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 <b>within two weeks.</b></p> <p>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.</p>	<p><b>paragraph</b>, the measures shall be notified in the shortest possible time to <b>the media service provider</b>, 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 <b>referred to in this paragraph</b> is necessary.</p> <p>7. ... <b>The</b> 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 ...</p> <p>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 <b>established pursuant to Article 29</b> and ERGA.</p>	<p>___ 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 <b>in question</b> to urgently put an end to those measures.</p> <p>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.</p> <p>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.</p>
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<p><b>Article 4</b></p> <p>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.</p> <p>2. In cases where a Member State:</p> <p>(a) has exercised its freedom under paragraph 1 to adopt more detailed or stricter rules of general public interest; and</p> <p>(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;</p> <p>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.</p>	<p><b>Article 4</b></p> <p>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 provided that such rules are in compliance with Union law.</p> <p>2. In cases where a Member State:</p> <p>(a) has exercised its freedom under paragraph 1 to adopt more detailed or stricter rules of general public interest; and</p> <p>(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;</p> <p>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.</p>	<p><b>Article 4</b></p> <p>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, 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.</p> <p>2. In cases where a Member State:</p> <p>(a) has exercised its freedom under paragraph 1 to adopt more detailed or stricter rules of general public interest; and</p> <p>(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;</p> <p>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.</p>	<p><b>Article 4</b></p> <p>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.</p> <p>2. In cases where a Member State:</p> <p>(a) has exercised its freedom under paragraph 1 to adopt more detailed or stricter rules of general public interest; and</p> <p>(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;</p> <p>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</p>	<p><b>Article 4</b></p> <p>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.</p> <p>2. Where a Member State:</p> <p>(a) has exercised its freedom under paragraph 1 to adopt more detailed or stricter rules of general public interest, and</p> <p>(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,</p> <p>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.</p> <p>Upon receiving a substantiated request under the first subparagraph, the Member</p>
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<p>3. The first Member State may adopt appropriate measures against the broadcaster concerned where it assesses that:</p> <p>(a) the results achieved through the application of paragraph 2 are not satisfactory; and</p> <p>(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.</p>	<p>3. The first Member State may adopt appropriate measures against the broadcaster concerned where it assesses that:</p> <p>(a) the results achieved through the application of paragraph 2 are not satisfactory; and</p> <p>(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.</p> <p>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.</p>	<p>3. The first Member State may adopt appropriate measures against the media service provider concerned where it assesses that:</p> <p>(a) the results achieved through the application of paragraph 2 are not satisfactory; and</p> <p>(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.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>3. The first Member State may adopt appropriate and effective measures against the media service provider concerned where:</p> <p>(a) it assesses that the results achieved through the application of paragraph 2 are not satisfactory; and</p> <p>(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.</p>	<p>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.</p> <p>3. The Member State concerned may adopt appropriate ___ measures against the media service provider concerned where:</p> <p>(a) it assesses that the results achieved through the application of paragraph 2 are not satisfactory; and</p> <p>(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.</p>
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<p>Such measures shall be objectively necessary, applied in a non-discriminatory manner and proportionate to the objectives which they pursue.</p> <p>4. A Member State may take measures pursuant to paragraph 3 only if the following conditions are met:</p> <p>(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</p> <p>(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.</p> <p>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.</p>	<p>Such measures shall be objectively necessary, applied in a non-discriminatory manner and proportionate to the objectives which they pursue.</p> <p>4. A Member State may take measures pursuant to paragraph 3 only <b>where</b> the following conditions are met:</p> <p>(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;</p> <p><b>(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;</b></p> <p><b>(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.</b></p> <p>5. The Commission shall decide within 3 months following the notification provided for in point (a) of paragraph 4. <b>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.</b> <b>Where the Commission considers the</b></p>	<p>Such measures shall be objectively necessary, applied in a non-discriminatory manner and proportionate to the objectives which they pursue.</p> <p>4. A Member State may take measures pursuant to paragraph 3 only where the following conditions are met:</p> <p>(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;</p> <p>(b) it has respected the rights of defence of the <b>media service provider</b> concerned and, in particular, has given the <b>media service provider</b> the opportunity to express its views on the alleged circumvention and the measures the notifying Member States intends to take;</p> <p>(c) the Commission has decided, after having consulted <b>the contact committee</b> 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.</p> <p>5. The Commission shall decide within <b>three</b> 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 <b>one month</b> 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</p>	<p>Such measures shall be objectively necessary, applied in a non-discriminatory manner and proportionate to the objectives which they pursue.</p> <p>4. A Member State may take measures pursuant to paragraph 3 only where the following conditions are met:</p> <p>(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;</p> <p>(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;</p> <p>(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. <b>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.</b></p> <p>5. The Commission shall decide within 3 months following the <b>complete</b> 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 <b>strictly necessary to reach a decision..</b></p>	<p>Such measures shall be objectively necessary, applied in a non-discriminatory manner and proportionate to the objectives which they pursue.</p> <p>4. A Member State may take measures pursuant to paragraph 3 only where the following conditions are met:</p> <p>(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;</p> <p>(b) it has respected the rights of defence of the media service provider concerned and, in particular, has given <b>that</b> media service provider the opportunity to express its views on the alleged circumvention and the measures the notifying Member State intends to take; <b>and</b></p> <p>(c) the Commission has decided, <b>after having requested ERGA to provide an opinion in accordance with point (d) of Article 30b(3),</b> 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 <b>of this Article</b> are correctly founded; the Commission shall keep the Contact Committee duly informed.</p> <p>5. <b>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</b></p>
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<p>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.</p> <p>7. Member States shall encourage co-regulation 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.</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>7. Member States shall encourage co-regulation 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</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>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</p>	<p>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.</p> <p>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.</p> <p>...<sup>20</sup></p>	<p>subparagraph, 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.</p> <p>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.</p> <p>...<sup>21</sup></p>
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<sup>20</sup> Vgl. Art. 4a

<sup>21</sup> Vgl. Art. 4a

<p>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.</p>	<p>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.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>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 compliance 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.</p> <p>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.</p>	<p>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.</p>	<p>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.</p>
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	<p><i>[Art. 7(7) of the Commissions' proposal]<sup>22</sup></i></p> <p>7. Member States shall encourage co-regulation 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.</p> <p>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.</p> <p>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.</p>	<p><i>[Art. 7(7) of the Parliaments' amendment]</i></p> <p>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.</p> <p>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.</p>	<p><b>Article 4a</b></p> <p>1. Member States are encouraged to use co-regulation 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:</p> <ul style="list-style-type: none"> <li>a) be broadly accepted by the main stakeholders ____ in the Member States concerned,</li> <li>b) clearly and unambiguously set out their objectives,</li> <li>c) ____ provide for regular, transparent and independent monitoring and evaluation of the achievement of the objectives aimed at ____, and</li> <li>d) provide for effective enforcement.</li> </ul> <p>____</p> <p>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.</p> <p>The Commission shall make these codes publicly available and may give them appropriate publicity.</p>	<p><b>Article 4a</b></p> <p>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:</p> <ul style="list-style-type: none"> <li>a) be such that they are broadly accepted by the main stakeholders in the Member States concerned;</li> <li>b) clearly and unambiguously set out their objectives;</li> <li>c) provide for regular, transparent and independent monitoring and evaluation of the achievement of the objectives aimed at; and</li> <li>d) provide for effective enforcement including effective and proportionate sanctions.</li> </ul> <p>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.</p> <p>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</p>
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<sup>22</sup> To compare the intentions of trilogue parties and to give a better overview Art. 7(7) was inserted at this point.



		<p><i>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 compliance 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.</i></p>	<p>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.</p>	<p>appropriate, in accordance with the principles of subsidiarity and proportionality.</p> <p>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.</p> <p>The Commission shall make the Union codes of conduct publicly available and may give them appropriate publicity.</p> <p>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.</p>
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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
<p><b>Article 5</b></p> <p>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:</p> <p>(a) the name of the media service provider;</p> <p>(b) the geographical address at which the media service provider is established;</p> <p>(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;</p> <p>(d) where applicable, the competent regulatory or supervisory bodies.</p>	<p><b>Article 5</b></p> <p>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:</p> <p>(a) the name of the media service provider;</p> <p>(b) the geographical address at which the media service provider is established;</p> <p>(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;</p> <p>(d) <b>the Member State having jurisdiction over the media service providers and the competent regulatory authorities or supervisory bodies.</b></p>	<p><b>Article 5</b></p> <p>Member States shall ensure that <b>a media service provider under their jurisdiction</b> shall make easily, directly and permanently accessible to the recipients of a service at least the following information:</p> <p>(a) the name of the media service provider;</p> <p>(b) the geographical address at which the media service provider is established;</p> <p>(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;</p> <p>(d) the Member State having jurisdiction over the <b>media service provider</b> and the competent regulatory <b>bodies and / or</b> authorities or supervisory bodies.</p>	<p><b>Article 5</b></p> <p><b>1a.</b> 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:</p> <p>(a) the name of the media service provider;</p> <p>(b) the geographical address at which the media service provider is established;</p> <p>(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;</p> <p>(d) the Member State having jurisdiction over the media service providers and the competent regulatory ... authorities or supervisory bodies.</p> <p><b>1b.</b> 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.</p>	<p><b>Article 5</b></p> <p><b>1.</b> 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:</p> <p>(a) its name ___;</p> <p>(b) the geographical address at which it is established;</p> <p>(c) the details ___, including its email address or website, which allow it to be contacted rapidly in a direct and effective manner;</p> <p>(d) the Member State having jurisdiction over it and the competent regulatory ... authorities or bodies or supervisory bodies.</p> <p><b>2.</b> 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.</p>

<p><b>Article 6</b></p> <p>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.</p>	<p><b>Article 6</b></p> <p>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 <b>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.</b></p>	<p><b>Article 6</b></p> <p>Member States shall ensure by appropriate means that audiovisual media services provided by media service providers under their jurisdiction do not contain any</p> <p>a) incitement <b>undermining human dignity;</b></p> <p>aa) incitement to violence or hatred directed against <b>a person or</b> a group of persons defined by reference to nationality, sex, <b>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></p> <p>ab) <b>incitement to terrorism.</b></p>	<p><b>Article 6</b></p> <p>Member States shall ensure by appropriate means that audiovisual media services provided by media service providers under their jurisdiction do not contain any</p> <p>aa) incitement to violence or hatred directed against ... a group of persons <b>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></p> <p>ab) <b>public provocation to commit a terrorist offence as set out in Article 5 of Directive (EU) 2017/541 on combating terrorism.</b></p>	<p><b>Article 6</b></p> <p>1. <b>Without prejudice to the obligation of Member States to respect and protect human dignity,</b> Member States shall ensure by appropriate means that audiovisual media services provided by media service providers under their jurisdiction do not contain any:</p> <p>(a) <b>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;</b></p> <p>(b) <b>public provocation to commit a terrorist offence as set out in Article 5 of Directive (EU) 2017/541.</b></p> <p>2. <b>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.</b></p>
	<p><b>Article 6a</b></p>	<p><b>Article 6a</b></p> <p>1. Member States shall <b>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 measures. They shall be proportionate to the</b></p>		<p><b>Article 6a</b></p> <p>1. Member States shall <b>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 proportionate to the potential harm of the</b></p>

	<p>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.</p> <p>2. For the implementation of this Article, Member States shall encourage co-regulation.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>4. For the implementation of this Article, Member States shall encourage self- and co-regulation.</p> <p>5. The Commission and ERGA shall encourage media service providers to exchange best practices on self- and co-regulatory systems across the Union. Where appropriate, the Commission shall facilitate the development of Union codes of conduct.</p>		<p>programme. The most harmful content, such as gratuitous violence and pornography, shall be subject to the strictest measures.</p> <p>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.</p> <p>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.</p> <p>For the implementation of this paragraph, Member States shall encourage the use of co-regulation as provided for in Article 4a(1).</p> <p>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).</p>
<p><b>Article 7</b> Member States shall encourage media</p>	<p>(deleted)</p>	<p><b>Article 7</b> 1. Member States shall, without undue</p>	<p><b>Article 7</b> 1. Member States shall ensure that media</p>	<p><b>Article 7</b> 1. Member States shall ensure, without</p>

<p>service providers under their jurisdiction to ensure that their services are gradually made accessible to people with a visual or hearing disability.</p>		<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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</p>	<p>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.</p> <p>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.</p> <p>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</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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</p>
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		<p><b>Article 7a</b></p> <p>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.'</p>		<p><b>Article 7a</b></p> <p>Member States may take measures to ensure the appropriate prominence of audiovisual media services of general interest.</p>
		<p><b>Article 7b</b></p> <p>Member States shall ensure that the programmes and services of media service providers are not modified or overlaid without their explicit consent except for services initiated by the recipient of a service for private use.'</p>		<p><b>Article 7b</b></p> <p>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.</p>
<p><b>Article 8</b></p> <p>Member States shall ensure that media service providers under their jurisdiction do not transmit cinematographic works outside periods agreed with the rights holders.</p>	<p><b>Article 8</b></p> <p>Member States shall ensure that media service providers under their jurisdiction do not transmit cinematographic works outside periods agreed with the rights holders.</p>	<p><b>Article 8</b></p> <p>Member States shall ensure that media service providers under their jurisdiction do not transmit cinematographic works outside periods agreed with the rights holders.</p>	<p><b>Article 8</b></p> <p>Member States shall ensure that media service providers under their jurisdiction do not transmit cinematographic works outside periods agreed with the rights holders.</p>	<p><b>Article 8</b></p> <p>Member States shall ensure that media service providers under their jurisdiction do not transmit cinematographic works outside periods agreed with the rights holders.</p>
<p><b>Article 9</b></p> <p>1. Member States shall ensure that audiovisual commercial communications provided by media service providers under their jurisdiction comply with the following requirements:</p>	<p><b>Article 9</b></p> <p>1. Member States shall ensure that audiovisual commercial communications provided by media service providers under their jurisdiction comply with the following requirements:</p>	<p><b>Article 9</b></p> <p>1. Member States shall ensure that audiovisual commercial communications provided by media service providers under their jurisdiction comply with the following requirements:</p>	<p><b>Article 9</b></p> <p>1. Member States shall ensure that audiovisual commercial communications provided by media service providers under their jurisdiction comply with the following requirements:</p>	<p><b>Article 9</b></p> <p>1. Member States shall ensure that audiovisual commercial communications provided by media service providers under their jurisdiction comply with the following requirements:</p>

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

<p>falls shall be prohibited;</p> <p>(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.</p> <p>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, trans-fatty acids, salt/sodium and sugars, excessive intakes of which in the overall diet are not recommended.</p>	<p>falls shall be prohibited;</p> <p>(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.</p> <p>2. Member States and the Commission shall encourage the development of self- and co-regulatory 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</p>	<p>falls shall be prohibited;</p> <p>(g) audiovisual commercial communications shall not cause physical ___ detriment to minors. Therefore they shall not directly exhort minors to buy or hire a product or service by exploiting their inexperience or credulity, ___ or unreasonably show minors in dangerous situations.</p> <p>3. Member States and the Commission shall encourage the development of self- and co-regulatory 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.</p>	<p>falls shall be prohibited;</p> <p>(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.</p> <p>2. Member States are encouraged to use co-regulation 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. Those codes shall aim to effectively limit 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 shall also ensure that audiovisual commercial communications do not emphasise the positive quality of the nutritional aspects of such foods and beverages.</p>	<p>falls shall be prohibited;</p> <p>(g) audiovisual commercial communications shall not cause physical, mental 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.</p> <p>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.</p> <p>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. Those codes shall aim to effectively reduce the exposure of children to audiovisual commercial communications for such foods and beverages. They shall aim to provide that such audiovisual commercial communications do not emphasise the positive quality of the nutritional aspects of such foods and beverages.</p>
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	<p>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.</p> <p>3. Member States and the Commission shall encourage the development of self- and co-regulatory 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.</p> <p>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.</p>	<p>2. Member States and the Commission shall encourage the development of self- and co-regulatory 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.</p> <p>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.</p>	<p>3. Member States are encouraged to use co-regulation 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.</p> <p>4. The Commission shall encourage the exchange of best practices on self- and co-regulatory codes of conduct referred to in paragraphs 2 and 3.</p> <p>4a. Member States and the Commission may foster self-regulation through Union codes of conduct referred to in Article 4a(2).</p>	<p>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.</p> <p>5. 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).</p>
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Article 10	Article 10	Article 10	Article 10	Article 10
<p>1. Audiovisual media services or programmes that are sponsored shall meet the following requirements:</p> <p>(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;</p> <p>(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;</p> <p>(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.</p> <p>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.</p> <p>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</p>	<p>1. Audiovisual media services or programmes that are sponsored shall meet the following requirements:</p> <p>(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;</p> <p>(b) they shall not directly encourage the purchase or rental of goods or services;</p> <p>(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.</p> <p>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.</p> <p>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</p>	<p>1. Audiovisual media services or programmes that are sponsored shall meet the following requirements:</p> <p>(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;</p> <p>(b) they shall not directly encourage the purchase or rental of goods or services;</p> <p>(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.</p> <p>2. Audiovisual media services or programmes shall not be sponsored by undertakings whose principal activity is the manufacture or sale of cigarettes, <b>electronic cigarettes</b> and other tobacco products.</p> <p>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</p>	<p>1. Audiovisual media services or programmes that are sponsored shall meet the following requirements:</p> <p>(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;</p> <p>(b) they shall not directly encourage the purchase or rental of goods or services, <b>in particular by making special promotional references to those goods or services;</b></p> <p>(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.</p> <p>2. Audiovisual media services or programmes shall not be sponsored by undertakings whose principal activity is the manufacture or sale of cigarettes <b>and other tobacco products, as well as electronic cigarettes and refill containers covered by Article 20 of the Directive 2014/40/EU.</b></p> <p>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</p>	<p>1. Audiovisual media services or programmes that are sponsored shall meet the following requirements:</p> <p>(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;</p> <p>(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;</p> <p>(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.</p> <p>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 ____.</p> <p>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</p>



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

<p>in such a way as to affect the responsibility and editorial independence of the media service provider;</p> <p>(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;</p> <p>(c) they shall not give undue prominence to the product in question;</p> <p>(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.</p> <p>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.</p> <p>4. In any event programmes shall not contain product placement of:</p> <p>(a) tobacco products or cigarettes or product placement from undertakings whose principal activity is the manufacture or sale of cigarettes and other tobacco products;</p> <p>(b) specific medicinal products or medical treatments available only on</p>	<p>in such a way as to affect the responsibility and editorial independence of the media service provider;</p> <p>(b) they shall not directly encourage the purchase or rental of goods or services _____;</p> <p>(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;</p> <p>By way of exception, Member States may choose to waive the requirements set out in point (c) provided that the programme concerned has neither been produced nor commissioned by the media service provider itself or a company affiliated to the media service provider.</p> <p>4. In any event programmes shall not contain product placement of:</p> <p>(a) tobacco products or cigarettes or product placement from undertakings whose principal activity is the manufacture or sale of cigarettes and other tobacco products;</p> <p>(b) specific medicinal products or medical treatments available only on</p>	<p>in such a way as to affect the responsibility and editorial independence of the media service provider;</p> <p>(b) they shall not directly encourage the purchase or rental of goods or services;</p> <p>(ba) they shall not give undue prominence to the product in question;</p> <p>(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; _____</p> <p>By way of exception, Member States may choose to waive the requirements set out in point (c) provided that the programme concerned has neither been produced nor commissioned by the media service provider itself or a company affiliated to the media service provider.</p> <p>4. In any event programmes shall not contain product placement of:</p> <p>(a) tobacco products or cigarettes or electronic cigarettes or product placement from undertakings whose principal activity is the manufacture or sale of cigarettes, electronic cigarettes or other tobacco products;</p> <p>(b) specific medicinal products or medical treatments available only on</p>	<p>case of on-demand audiovisual media service, shall in no circumstances be influenced in such a way as to affect the responsibility and editorial independence of the media service provider;</p> <p>(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;</p> <p>(ba) they shall not give undue prominence to the product in question;</p> <p>(c) viewers shall be clearly informed of the existence of product placement by an appropriate 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.</p> <p>____ 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.</p> <p>4. In any event programmes shall not contain product placement of:</p> <p>(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;</p> <p>(b) specific medicinal products or medical treatments available only on</p>	<p>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;</p> <p>(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;</p> <p>(c) they shall not give undue prominence to the product in question;</p> <p>(d) viewers shall be clearly informed of the existence of product placement by an appropriate 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.</p> <p>Member States may waive the requirements set out in point (d) except for programmes produced or commissioned by a media service provider or by a company affiliated to that media service provider.</p> <p>4. In any event programmes shall not contain product placement of:</p> <p>(a) cigarettes and other tobacco products, as well as electronic cigarettes and refill containers ____, or product placement from undertakings whose principal activity is the manufacture or sale of those products;</p> <p>(b) specific medicinal products or medical treatments available only on</p>
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Institut für Europäisches Medienrecht  
Institute of European Media Law  
Institut du droit européen des médias

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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.
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<p><b>CHAPTER IV</b> <b>PROVISIONS APPLICABLE ONLY TO ON-DEMAND AUDIOVISUAL MEDIA SERVICES</b></p>	<p>—</p>	<p>—</p>	<p>—</p>	
<p><b>Article 12</b></p> <p>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.</p>	<p><b>Article 12</b></p> <p>Member States shall take appropriate measures to ensure that <b>programmes</b> 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.</p> <p><b>The most harmful content, such as gratuitous violence and pornography, shall be subject to the strictest measures</b></p>	<p><b>Article 12</b></p> <p>deleted</p>	<p><b>Article 12</b></p> <p>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.</p> <p>The most harmful content, such as gratuitous violence and pornography, shall be subject to <b>strict access control measures, such as encryption and effective parental controls, without prejudice to Member States adopting stricter measures.</b> 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).</p> <p>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.</p>	<p>deleted</p>

			<p>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).</p>	
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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)	
<p><b>Article 13</b></p> <p>1. Member States shall ensure that on-demand 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 on-demand audiovisual media service.</p> <p>2. Member States shall report to the Commission no later than 19 December 2011 and every 4 years thereafter on the</p>	<p><b>Article 13</b></p> <p>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.</p> <p>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 on-demand 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.</p> <p>3. Member States shall report to the Commission by [date – no later than three</p>	<p><b>Article 13</b></p> <p>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.</p> <p>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 on-demand 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.</p> <p>3. Member States shall report to the Commission by [date – no later than three</p>	<p><b>Article 13</b></p> <p>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 catalogues and ensure prominence of these works. ___</p> <p>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.</p> <p>3. Member States shall report to the Commission by [date – no later than three</p>	<p><b>Article 13</b></p> <p>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.</p> <p>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 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.</p> <p>3. 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.</p> <p>4. Member States shall report to the Commission by 19 December 2021 ___ and</p>

<p>implementation of paragraph 1.</p> <p>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.</p>	<p>years after adoption] at the latest and every two years thereafter on the implementation of paragraphs 1 and 2.</p> <p>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.</p> <p>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 on-demand audiovisual media services.</p>	<p>years after adoption] at the latest and every two years thereafter on the implementation of paragraphs 1 and 2.</p> <p>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.</p> <p>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 or independent producers. Member States shall also waive such requirements in cases where they would be impracticable or unjustified by reason of the nature or theme of the on-demand audiovisual media services.</p>	<p>years after adoption] at the latest and every two years thereafter on the implementation of paragraphs 1 and 2.</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p>every two years thereafter on the implementation of paragraphs 1 and 2.</p> <p>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.</p> <p>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.</p> <p>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.</p>
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<p><b>CHAPTER V</b> <b>PROVISIONS CONCERNING EXCLUSIVE RIGHTS AND SHORT NEWS REPORTS IN TELEVISION BROADCASTING</b></p>	<p><b>CHAPTER V</b> <b>PROVISIONS CONCERNING EXCLUSIVE RIGHTS AND SHORT NEWS REPORTS IN TELEVISION BROADCASTING</b></p>	<p><b>CHAPTER V</b> <b>PROVISIONS CONCERNING EXCLUSIVE RIGHTS AND SHORT NEWS REPORTS IN TELEVISION BROADCASTING</b></p>	<p><b>CHAPTER V</b> <b>PROVISIONS CONCERNING EXCLUSIVE RIGHTS AND SHORT NEWS REPORTS IN TELEVISION BROADCASTING</b></p>	<p><b>CHAPTER V</b> <b>PROVISIONS CONCERNING EXCLUSIVE RIGHTS AND SHORT NEWS REPORTS IN TELEVISION BROADCASTING</b></p>
<p><b>Article 14</b></p> <p>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.</p> <p>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.</p> <p>3. Member States shall ensure, by</p>	<p><b>Article 14</b></p> <p>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.</p> <p>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.</p> <p>3. Member States shall ensure, by</p>	<p><b>Article 14</b></p> <p>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.</p> <p>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.</p> <p>3. Member States shall ensure, by</p>	<p><b>Article 14</b></p> <p>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.</p> <p>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.</p> <p>3. Member States shall ensure, by</p>	<p><b>Article 14</b></p> <p>1. 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<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>
<p><b>Article 15</b></p> <p>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.</p> <p>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.</p> <p>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.</p> <p>4. As an alternative to paragraph 3,</p>	<p><b>Article 15</b></p> <p>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.</p> <p>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.</p> <p>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.</p> <p>4. As an alternative to paragraph 3,</p>	<p><b>Article 15</b></p> <p>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.</p> <p>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.</p> <p>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.</p> <p>4. As an alternative to paragraph 3,</p>	<p><b>Article 15</b></p> <p>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.</p> <p>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.</p> <p>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.</p> <p>4. As an alternative to paragraph 3,</p>	<p><b>Article 15</b></p> <p>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.</p> <p>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.</p> <p>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.</p> <p>4. As an alternative to paragraph 3,</p>

<p>Member States may establish an equivalent system which achieves access on a fair, reasonable and non-discriminatory basis through other means.</p> <p>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.</p> <p>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.</p>	<p>Member States may establish an equivalent system which achieves access on a fair, reasonable and non-discriminatory basis through other means.</p> <p>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.</p> <p>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.</p>	<p>Member States may establish an equivalent system which achieves access on a fair, reasonable and non-discriminatory basis through other means.</p> <p>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.</p> <p>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.</p>	<p>Member States may establish an equivalent system which achieves access on a fair, reasonable and non-discriminatory basis through other means.</p> <p>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.</p> <p>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.</p>	<p>Member States may establish an equivalent system which achieves access on a fair, reasonable and non-discriminatory basis through other means.</p> <p>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.</p> <p>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.</p>
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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
<p><b>Article 16</b></p> <p>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.</p> <p>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.</p> <p>However, in respect of Greece and Portugal, the year 1988 shall be replaced by the year 1990.</p> <p>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.</p> <p>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.</p> <p>The Commission shall inform the other Member States and the European</p>	<p><b>Article 16</b></p> <p>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. 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<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>
<p><b>Article 17</b></p> <p>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.</p>	<p><b>Article 17</b></p> <p>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.</p>	<p><b>Article 17</b></p> <p>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.</p>	<p><b>Article 17</b></p> <p>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.</p>	<p><b>Article 17</b></p> <p>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.</p>
<p><b>Artikel 18</b></p> <p>Dieses Kapitel gilt nicht für Fernsehsendungen, die sich an ein lokales Publikum richten und die nicht an ein nationales Fernsehnetz angeschlossen sind.</p>	<p><b>Artikel 18</b></p> <p>Dieses Kapitel gilt nicht für Fernsehsendungen, die sich an ein lokales Publikum richten und die nicht an ein nationales Fernsehnetz angeschlossen sind.</p>	<p><b>Artikel 18</b></p> <p>Dieses Kapitel gilt nicht für Fernsehsendungen, die sich an ein lokales Publikum richten und die nicht an ein nationales Fernsehnetz angeschlossen sind.</p>	<p><b>Artikel 18</b></p> <p>Dieses Kapitel gilt nicht für Fernsehsendungen, die sich an ein lokales Publikum richten und die nicht an ein nationales Fernsehnetz angeschlossen sind.</p>	<p><b>Artikel 18</b></p> <p>Dieses Kapitel gilt nicht für Fernsehsendungen, die sich an ein lokales Publikum richten und die nicht an ein nationales Fernsehnetz angeschlossen sind.</p>
<p><b>CHAPTER VII</b></p>	<p><b>CHAPTER VII</b></p>	<p><b>CHAPTER VII</b></p>	<p><b>CHAPTER VII</b></p>	<p><b>CHAPTER VII</b></p>

TELEVISION ADVERTISING AND TEleshopping	TELEVISION ADVERTISING AND TEleshopping	TELEVISION ADVERTISING AND TEleshopping	TELEVISION ADVERTISING AND TEleshopping	TELEVISION ADVERTISING AND TEleshopping
<p><b>Article 19</b></p> <p>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.</p> <p>2. Isolated advertising and teleshopping spots, other than in transmissions of sports events, shall remain the exception.</p>	<p><b>Article 19</b></p> <p>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.</p> <p>2. Isolated advertising and teleshopping spots, other than in transmissions of sports events, shall remain the exception.</p>	<p><b>Article 19</b></p> <p>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 <b>clearly</b> distinct from other parts of the programme by optical and/or acoustic and/or spatial means.</p> <p>2. Isolated advertising and teleshopping spots, <b>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).</b></p>	<p><b>Article 19</b></p> <p>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 <b>quite</b> distinct from other parts of the programme by optical and/or acoustic and/or spatial means.</p> <p>2. Isolated advertising and teleshopping spots, <b>other than in transmissions of sports events, shall remain the exception.</b></p>	<p><b>Article 19</b></p> <p>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.</p> <p>2. <b>Isolated television advertising and teleshopping spots shall be admissible in sports events.</b> Isolated television advertising and teleshopping spots, other than in transmissions of sports events, shall remain the exception.</p>
<p><b>Article 20</b></p> <p>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.</p> <p>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</p>	<p><b>Article 20</b></p> <p>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.</p> <p>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 <b>20 minutes</b>. 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</p>	<p><b>Article 20</b></p> <p>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.</p> <p>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 <b>30 minutes</b>. 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. <b>The transmission of teleshopping shall be</b></p>	<p><b>Article 20</b></p> <p>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.</p> <p>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</p>	<p><b>Article 20</b></p> <p>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.</p> <p>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, <b>or both</b>, 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. <b>The transmission of teleshopping shall be</b></p>

teleshopping shall be inserted during religious services.	teleshopping shall be inserted during religious services.	<b>prohibited during children´s programmes.</b> No television advertising or teleshopping shall be inserted during religious services.	teleshopping shall be inserted during religious services.	<b>prohibited during children´s programmes.</b> No television advertising or teleshopping shall be inserted during religious services.
<b>Article 21</b>  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.	<b>Article 21</b>  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.	<b>Article 21</b>  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.	<b>Article 21</b>  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.	<b>Article 21</b>  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.
<b>Article 22</b>  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;  (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;  (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;  (f) it shall not place emphasis on high alcoholic content as being a positive quality of the beverages.	<b>Article 22</b>  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;  (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;  (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;  (f) it shall not place emphasis on high alcoholic content as being a positive quality of the beverages.	<b>Article 22</b>  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;  (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;  (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;  (f) it shall not place emphasis on high alcoholic content as being a positive quality of the beverages.	<b>Article 22</b>  <b>1a.</b> Television advertising and teleshopping for alcoholic beverages shall comply with the following criteria:  (a) it <b>shall</b> 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;  (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;  (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.  <b>1b. Audiovisual commercial communications</b>	<b>Article 22</b>  Television advertising and teleshopping for alcoholic beverages shall comply with the following criteria:  (a) it <b>may</b> 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;  (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;  (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.  ...

			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.	
<p><b>Article 23</b></p> <p>1. The proportion of television advertising spots and teleshopping spots within a given clock hour shall not exceed 20 %.</p> <p>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.</p>	<p><b>Article 23</b></p> <p>1. The daily proportion of television advertising spots and teleshopping spots within the period between 7:00 and 23:00 shall not exceed 20 %.</p> <p>2. Paragraph 1 shall not apply to:</p> <p>(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;</p> <p>(b) sponsorship announcements;</p> <p>(c) product placements.</p>	<p><b>Article 23</b></p> <p>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 %.</p> <p>2. Paragraph 1 shall not apply to:</p> <p>(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;</p> <p>(b) sponsorship announcements,</p> <p>(c) product placements;</p> <p>(ca) public services announcements and charity appeals;</p> <p>(cb) neutral frames used to distinguish between editorial content and commercial communications, and between commercial communications;</p>	<p><b>Article 23</b></p> <p>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.</p> <p>2. Paragraph 1 shall not apply to:</p> <p>(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;</p> <p>(b) sponsorship announcements;</p> <p>(c) product placements;</p> <p>_____</p> <p>(ca) neutral frames ____ between editorial content and television advertising or teleshopping spots, and between individual spots.</p>	<p><b>Article 23</b></p> <p>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.</p> <p>2. Paragraph 1 shall not apply to:</p> <p>(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;</p> <p>(b) sponsorship announcements;</p> <p>(c) product placements;</p> <p>(d) neutral frames between editorial content and television advertising or teleshopping spots, and between individual spots.</p>



<p><b>Article 24</b></p> <p>Teleshopping windows shall be clearly identified as such by optical and acoustic means and shall be of a minimum uninterrupted duration of 15 minutes.</p>	<p><b>Article 24</b></p> <p>Teleshopping windows shall be clearly identified as such by optical and acoustic means and shall be of a minimum uninterrupted duration of 15 minutes.</p>	<p><b>Article 24</b></p> <p>Teleshopping windows shall be clearly identified as such by optical and acoustic means and shall be of a minimum uninterrupted duration of 15 minutes.</p>	<p><b>Article 24</b></p> <p>Teleshopping windows shall be clearly identified as such by optical and acoustic means and shall be of a minimum uninterrupted duration of 15 minutes.</p>	<p><b>Article 24</b></p> <p>Teleshopping windows shall be clearly identified as such by optical and acoustic means and shall be of a minimum uninterrupted duration of 15 minutes.</p>
<p><b>Article 25</b></p> <p>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.</p> <p>However, Chapter VI as well as Articles 20 and 23 shall not apply to these channels.</p>	<p><b>Article 25</b></p> <p>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.</p> <p>However, Chapter VI as well as Articles 20 and 23 shall not apply to these channels.</p>	<p><b>Article 25</b></p> <p>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.</p> <p>However, Chapter VI as well as Articles 20 and 23 shall not apply to these channels.</p>	<p><b>Article 25</b></p> <p>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.</p> <p>However, Chapter VI as well as Articles 20 and 23 shall not apply to these channels.</p>	<p><b>Article 25</b></p> <p>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.</p> <p>However, Chapter VI as well as Articles 20 and 23 shall not apply to these channels.</p>
<p><b>Article 26</b></p> <p>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.</p>	<p><b>Article 26</b></p> <p>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.</p>	<p><b>Article 26</b></p> <p>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.</p>	<p><b>Article 26</b></p> <p>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.</p>	<p><b>Article 26</b></p> <p>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.</p>

<p><b>CHAPTER VIII</b>  <b>PROTECTION OF MINORS IN TELEVISION BROADCASTING</b></p> <p><b>Article 27</b></p> <p>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.</p> <p>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.</p> <p>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.</p>	<p>deleted</p>			<p>deleted</p>
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CHAPTER IX RIGHT OF REPLY IN TELEVISION BROADCASTING	CHAPTER IX RIGHT OF REPLY IN TELEVISION BROADCASTING	CHAPTER IX RIGHT OF REPLY IN TELEVISION BROADCASTING	CHAPTER IX RIGHT OF REPLY IN TELEVISION BROADCASTING	CHAPTER IX RIGHT OF REPLY IN TELEVISION BROADCASTING
<p><b>Article 28</b></p> <p>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.</p> <p>2. A right of reply or equivalent remedies shall exist in relation to all broadcasters under the jurisdiction of a Member State.</p> <p>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.</p> <p>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,</p>	<p><b>Article 28</b></p> <p>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.</p> <p>2. A right of reply or equivalent remedies shall exist in relation to all broadcasters under the jurisdiction of a Member State.</p> <p>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.</p> <p>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,</p>	<p><b>Article 28</b></p> <p>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.</p> <p>2. A right of reply or equivalent remedies shall exist in relation to all broadcasters under the jurisdiction of a Member State.</p> <p>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.</p> <p>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,</p>	<p><b>Article 28</b></p> <p>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.</p> <p>2. A right of reply or equivalent remedies shall exist in relation to all broadcasters under the jurisdiction of a Member State.</p> <p>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.</p> <p>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,</p>	<p><b>Article 28</b></p> <p>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.</p> <p>2. A right of reply or equivalent remedies shall exist in relation to all broadcasters under the jurisdiction of a Member State.</p> <p>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.</p> <p>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</p>

<p>would render the broadcaster liable to civil-law proceedings or would transgress standards of public decency.</p> <p>5. Provision shall be made for procedures whereby disputes as to the exercise of the right of reply or the equivalent remedies can be subject to judicial review.</p>	<p>would render the broadcaster liable to civil-law proceedings or would transgress standards of public decency.</p> <p>5. Provision shall be made for procedures whereby disputes as to the exercise of the right of reply or the equivalent remedies can be subject to judicial review.</p>	<p>would render the broadcaster liable to civil-law proceedings or would transgress standards of public decency.</p> <p>5. Provision shall be made for procedures whereby disputes as to the exercise of the right of reply or the equivalent remedies can be subject to judicial review.</p>	<p>would render the broadcaster liable to civil-law proceedings or would transgress standards of public decency.</p> <p>5. Provision shall be made for procedures whereby disputes as to the exercise of the right of reply or the equivalent remedies can be subject to judicial review.</p>	<p>paragraph 1, would involve a punishable act, would render the broadcaster liable to civil-law proceedings or would transgress standards of public decency.</p> <p>5. Provision shall be made for procedures whereby disputes as to the exercise of the right of reply or the equivalent remedies can be subject to judicial review.</p>
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	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
	<p><b>Article 28a</b></p> <p>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:</p> <p>(a) protect minors from content which may impair their physical, mental or moral development;</p> <p>(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.</p>	<p><b>Article 28a</b></p> <p>1. Without prejudice to Articles 14 and 15 of Directive 2000/31/EC, Member States shall ensure that video-sharing platform providers take appropriate, <b>proportionate and efficient</b> measures to:</p> <p>(b) protect minors from content which may impair their physical or mental _____ development;</p> <p>(a) protect all citizens from <b>content containing incitement undermining human dignity, or</b> content containing incitement to violence or hatred directed against a person or a group of persons defined by reference to <b>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></p>	<p><b>Article 28a</b></p> <p>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:</p> <p>(a) protect minors from <b>programmes, user-generated videos and audiovisual commercial communications</b> which may impair their physical, mental or moral development;</p> <p>(b) protect the general public from <b>programmes, user-generated videos and audiovisual commercial communications</b> containing incitement to violence or hatred directed against ___ a group of persons or a member of such a group defined by reference to <b>sex, racial or ethnic origin, nationality, religion or belief, disability, age or sexual orientation.</b>;</p> <p>(ba) protect the general public from <b>programmes, user-generated videos and audiovisual commercial communications</b> containing the public provocation to commit a terrorist offence as set out in Article 5 of Directive (EU) 2017/541 on combating terrorism;</p>	<p><b>Article 28b<sup>23</sup></b></p> <p>1. Without prejudice to <b>Articles 12 to 15</b> of Directive 2000/31/EC, Member States shall ensure that video-sharing platform providers <b>under their jurisdiction</b> take appropriate measures to <b>protect</b>:</p> <p>(a) minors from programmes, user-generated videos and audiovisual commercial communications which may impair their physical, mental or moral development <b>in accordance with Article 6a(1)</b>;</p> <p>(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 <b>based on any of the grounds referred to in Article 21 of the Charter</b>;</p> <p>(c) ___ the general public from programmes, user-generated videos and audiovisual commercial communications containing <b>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</b></p>

<sup>23</sup> In the final version, Articles 28a and 28b have been switched.



			<p>1a. Member States shall ensure that video-sharing 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).</p>	<p>in Article 5(4) of Directive 2011/93/EU of the European Parliament and of the Council<sup>1</sup> and offences concerning racism and xenophobia as set out in Article 1 of Framework Decision 2008/913/JHA.</p> <p>2. Member States shall ensure that video-sharing 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.</p> <p>Member States shall ensure that the video-sharing 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 video-sharing platform providers, taking into account the limited control exercised by those video-sharing platforms over those audiovisual commercial communications.</p> <p>Member States shall ensure that video-sharing platform providers clearly inform users where programmes and user-generated 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, trans-fatty acids, salt or sodium and sugars, of which excessive intakes in the overall diet are not recommended. Those codes shall</p>
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	<p>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:</p> <p>(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;</p>	<p>2. ___ Those measures shall consist of, as appropriate:</p> <p>(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</p>	<p>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.</p> <p>Such measures shall include, as appropriate:</p> <p>(a) including and applying, in the terms and 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);</p>	<p>aim to provide that such audiovisual commercial communications do not emphasise the positive quality of the nutritional aspects of such foods and beverages.</p> <p>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 video-sharing 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 appropriate:</p> <p>(a) including and applying in the terms and conditions of the video-sharing platform services the requirements ___ referred to in paragraph 1;</p>
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	<p>(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;</p> <p>(c) establishing and operating age verification systems for users of video-sharing platforms with respect to content which may impair the physical, mental or moral development of minors;</p> <p>(d) establishing and operating systems allowing users of video-sharing platforms to rate the content referred</p>	<p>permitted if national procedural rules provide a possibility for users to assert their rights before a court after learning of such measures;</p> <p>(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;</p> <p>ba) 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);</p> <p>(c) establishing and operating age verification systems for users of video-sharing 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;</p> <p>(d) establishing and operating easy to use systems allowing users of video-sharing platforms to rate the content referred</p>	<p>(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;</p> <p>(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;</p> <p>___</p> <p>(c) establishing and operating age verification systems for users of video-sharing platforms with respect to content which may impair the physical, mental or moral development of minors; ___</p> <p>(d) establishing and operating ___ systems allowing users of video-sharing platforms to rate the content referred</p>	<p>(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;</p> <p>(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;</p> <p>(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;</p> <p>(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);</p> <p>(f) establishing and operating age verification systems for users of video-sharing platforms with respect to content which may impair the physical, mental or moral development of minors;</p> <p>(g) establishing and operating easy-to-use systems allowing users of video-sharing platforms to rate the content referred to</p>
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	<p>to in paragraph 1;</p> <p>(e) providing for parental control systems with respect to content which may impair the physical, mental or moral development of minors;</p> <p>(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).</p>	<p>to in paragraph 1;</p> <p>(e) providing for parental control systems that are under the control of the end-user 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;</p> <p>(f) establishing and operating transparent, easy to use and effective procedures for the handling and resolution of disputes between the video-sharing platform provider and its users in relation to the implementation of the measures referred to in points (b) to (f).</p> <p>2a. 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 uploaded the content as well as the public interest. Appropriate measures shall respect freedom of expression and information, and media pluralism . The most harmful content shall</p>	<p>to in paragraph 1;</p> <p>(e) providing for parental control systems ___ with respect to content which may impair the physical, mental or moral development of minors; ___</p> <p>(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);</p> <p>(fa) providing for effective media literacy measures and tools and raising users' awareness of these measures and tools.</p>	<p>in paragraph 1;</p> <p>(h) providing for parental control systems that are under the control of the end-user with respect to content which may impair the physical, mental or moral development of minors;</p> <p>(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);</p> <p>(j) providing for effective media literacy measures and tools and raising users' awareness of those measures and tools.</p> <p>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.</p>
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	<p>3. For the purposes of the implementation of the measures referred to in paragraphs 1 and 2, Member States shall encourage co-regulation as provided for in Article 4(7).</p> <p>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.</p> <p>5. Member States shall not impose on video-sharing platform providers measures that are stricter than the measures referred to in</p>	<p>be subject to the strictest measures. Such measures shall not lead to any ex-ante control measures or upload-filtering of content.</p> <p>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 co-regulation 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 video-sharing platform providers conduct and publish regular audits of their performance in accordance with the measures referred to in paragraph 1.</p> <p>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.</p> <p>5. Article 8 shall apply to video-sharing platform providers.</p>	<p>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). ___</p> <p>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).</p> <p>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. ___</p> <p>5. Member States may impose on video-sharing platform providers measures that are more detailed or stricter than the</p>	<p>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).</p> <p>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.</p> <p>6. Member States may impose on video-sharing platform providers measures that are more detailed or stricter than the</p>
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	<p>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.</p> <p>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.</p>	<p>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.</p> <p>deleted-----</p>	<p>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.</p> <p>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.</p> <p>6a. In addition to the measures referred to in paragraph 2, Member States shall encourage policies and schemes to develop media literacy skills.</p>	<p>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.</p> <p>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.</p> <p>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.</p>
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	<p>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.</p> <p>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.</p>	<p>7. The Commission and the ERGA shall encourage video-sharing platform providers to exchange best practices on self- and co-regulatory systems across the Union. Where appropriate, the Commission shall facilitate the development of Union codes of conduct.</p> <p>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.</p>	<p>7. The Commission ___ shall encourage video-sharing platform providers to exchange best practices on ___ co-regulatory codes of conduct referred to in paragraph 3. ___</p> <p>8. Member States and the Commission may foster self-regulation through Union codes of conduct referred to in Article 4a(2).</p>	<p>9. The Commission shall encourage video-sharing platform providers to exchange best practices on co-regulatory codes of conduct referred to in paragraph 4.</p> <p>10. Member States and the Commission may foster self-regulation through Union codes of conduct referred to in Article 4a(2).</p>
	<p><b>Article 28b</b></p> <p>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 their territory for the purposes of Article 3(1) of Directive 2000/31/EEC.</p>	<p><b>Article 28b</b></p> <p>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 their territory for the purposes of Article 3(1) of Directive 2000/31/EEC.</p>	<p><b>Article 28b</b></p> <p>-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.</p> <p>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:</p> <p>a) has a parent undertaking or a subsidiary undertaking that is established on the territory of that Member State; or</p> <p>b) is part of a group and another undertaking of that group is established</p>	<p><b>Article 28a<sup>24</sup></b></p> <p>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.</p> <p>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:</p> <p>a) has a parent undertaking or a subsidiary undertaking that is established on the territory of that Member State; or</p> <p>b) is part of a group and another undertaking of that group is established</p>

<sup>24</sup> In the final version, Articles 28a and 28b have been switched.

	<p>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.</p> <p>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.</p>	<p>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.</p> <p>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.</p>	<p>on the territory of that Member State.</p> <p>For the purposes of this Article:</p> <p>a) "parent undertaking" means parent undertaking as defined in point 9 of Article 2 of Directive 2013/34/EU;</p> <p>b) "subsidiary undertaking" means subsidiary undertaking as defined in point 10 of Article 2 of Directive 2013/34/EU;</p> <p>c) "group" means a parent undertaking, all its subsidiary undertakings and all other undertakings which are part of the group.</p> <p>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.</p> <p>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</p>	<p>on the territory of that Member State.</p> <p>For the purposes of this Article:</p> <p>a) "parent undertaking" means an undertaking which controls one or more subsidiary undertakings;</p> <p>b) "subsidiary undertaking" means an undertaking controlled by a parent undertaking, including any subsidiary undertaking of an ultimate parent undertaking;</p> <p>c) "group" means a parent undertaking, all its subsidiary undertakings and all other undertakings having economic and legal organisational links to them.</p> <p>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.</p> <p>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</p>
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	<p>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.</p>	<p>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.</p>	<p>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.</p> <p>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.</p> <p>2. Member States shall establish and maintain an up-to-date list of the video-sharing 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.</p>	<p>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.</p> <p>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.</p> <p>6. Member States shall establish and maintain an up-to-date list of the video-sharing 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.</p> <p>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.</p>
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CHAPTER X CONTACT COMMITTEE	CHAPTER X CONTACT COMMITTEE	CHAPTER X CONTACT COMMITTEE	CHAPTER X CONTACT COMMITTEE	CHAPTER X CONTACT COMMITTEE
<p><b>Article 29</b></p> <p>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.</p> <p>2. The tasks of the contact committee shall be:</p> <p>(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;</p> <p>(b) to deliver own-initiative opinions or opinions requested by the Commission on the application by the Member States of this Directive;</p> <p>(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;</p> <p>(d) to discuss the outcome of regular consultations which the Commission holds with representatives of broadcasting organisations, producers,</p>	<p><b>Article 29</b></p> <p>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.</p> <p>2. The tasks of the contact committee shall be:</p> <p>(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;</p> <p>(b) to deliver own-initiative opinions or opinions requested by the Commission on the application by the Member States of this Directive;</p> <p>(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;</p> <p>(d) to discuss the outcome of regular consultations which the Commission holds with representatives of broadcasting organisations, producers,</p>	<p><b>Article 29</b></p> <p>1. A contact committee is established under the aegis of the Commission. It shall be composed of representatives of the competent <b>bodies or</b> authorities of the Member States <b>and, four Members of the European Parliament as observers nominated every three years.</b> 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. <b>Gender parity shall be encouraged in the composition of the contact committee.</b></p> <p>2. The tasks of the contact committee shall be:</p> <p>(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;</p> <p>(b) to deliver own-initiative opinions or opinions requested by the Commission on the application by the Member States of this Directive;</p> <p>(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;</p> <p>(d) to discuss the outcome of regular consultations which the Commission holds with representatives of broadcasting organisations, producers,</p>	<p><b>Article 29</b></p> <p>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. ___</p> <p>2. The tasks of the contact committee shall be:</p> <p>(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;</p> <p>(b) to deliver own-initiative opinions or opinions requested by the Commission on the application by the Member States of this Directive;</p> <p>(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;</p> <p>(d) to discuss the outcome of regular consultations which the Commission holds with representatives of broadcasting organisations, producers,</p>	<p><b>Article 29</b></p> <p>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.</p> <p>2. The tasks of the contact committee shall be:</p> <p>(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;</p> <p>(b) to deliver own-initiative opinions or opinions requested by the Commission on the application by the Member States of this Directive;</p> <p>(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;</p> <p>(d) to discuss the outcome of regular consultations which the Commission holds with representatives of broadcasting organisations, producers,</p>

<p>consumers, manufacturers, service providers and trade unions and the creative community;</p> <p>(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;</p> <p>(f) to examine any development arising in the sector on which an exchange of views appears useful.</p>	<p>consumers, manufacturers, service providers and trade unions and the creative community;</p> <p>(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;</p> <p>(f) to examine any development arising in the sector on which an exchange of views appears useful.</p>	<p>consumers, manufacturers, service providers and trade unions and the creative community;</p> <p>(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;</p> <p>(f) to examine <a href="#">and give opinions to the Commission on</a> any development arising in the sector on which an exchange of views appears useful.</p>	<p>consumers, manufacturers, service providers and trade unions and the creative community;</p> <p>(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;</p> <p>(f) to examine ___ any development arising in the sector on which an exchange of views appears useful.</p>	<p>consumers, manufacturers, service providers and trade unions and the creative community;</p> <p>(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;</p> <p>(f) to examine any development arising in the sector on which an exchange of views appears useful.</p>
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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
<p><b>Article 30</b></p> <p>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.</p>	<p><b>Article 30</b></p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p><b>Article 30</b></p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p><b>Article 30</b></p> <p>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.</p> <p>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 ___.</p> <p>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.</p> <p>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.</p>	<p><b>Article 30</b></p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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</p>

	<p>4. Member States shall ensure that national regulatory authorities have adequate enforcement powers to carry out their functions effectively.</p> <p>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.</p> <p>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</p>	<p>4. Member States shall ensure that national regulatory authorities have adequate enforcement powers to carry out their functions effectively.</p> <p>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.</p> <p>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.</p> <p>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</p>	<p>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. Member States shall ensure that independent national regulatory authorities or bodies have separate annual budgets which shall be made public.</p> <p>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.</p> <p>6. deleted</p>	<p>clearly defined in law.</p> <p>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.</p> <p>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.</p>
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	<p>authorities have adequate financial and human resources to enable them to carry out the task assigned to them and to actively participate in and contribute to ERGA.</p> <p>7. Member States shall ensure that effective mechanisms exist at national level under which any user or media services provider or video-sharing platform provider who is affected by a decision of a national regulatory authority has the right of appeal against the decision to an appeal body. The appeal body shall be independent of the parties involved in the appeal.</p> <p>That appeal body, which should be a court, shall have the appropriate expertise to enable it to carry out its functions effectively. Member States shall ensure that the merits of the case are duly taken into account and that there is an effective appeal mechanism.</p> <p>Pending the outcome of the appeal, the decision of the national regulatory authority shall stand, unless interim measures are granted in accordance with national law.</p>	<p>contribute to the ERGA. The budgets shall be made public. _____</p> <p>7. Member States shall ensure that effective mechanisms exist at national level under which any recipient of a service whose rights are directly affected by the audiovisual media content or audiovisual media services provider or video-sharing platform provider who is affected by a decision of a national regulatory authority has the right of appeal against the decision to an appeal body. The appeal body shall be independent of the parties involved in the appeal.</p> <p>That appeal body, which should be a court, shall have the appropriate expertise to enable it to carry out its functions effectively. Member States shall ensure that the merits of the case are duly taken into account and that there is an effective appeal mechanism.</p> <p>Pending the outcome of the appeal, the decision of the national regulatory authority shall stand, unless interim measures are granted in accordance with national law.</p>	<p>7. Member States shall ensure that effective appeal mechanisms exist at national level _____. The appeal body, which may be a court, shall be independent of the parties involved in the appeal. ____</p> <p>Pending the outcome of the appeal, the decision of the national regulatory authority or body shall stand, unless interim measures are granted in accordance with national law.</p>	<p>6. Member States shall ensure that effective appeal mechanisms exist at national level. The appeal body, which may be a court, shall be independent of the parties involved in the appeal.</p> <p>Pending the outcome of the appeal, the decision of the national regulatory authority or body shall stand, unless interim measures are granted in accordance with national law.</p>
			<p><b>Article 30-a</b></p> <p>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.</p> <p>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 authority or body in the Member State having jurisdiction shall inform the national</p>	<p><b>Article 30a</b></p> <p>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.</p> <p>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, the national regulatory authority or body in the Member State having jurisdiction shall</p>



			<p>regulatory authority or body of the receiving Member State.</p> <p>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.</p>	<p>inform the national regulatory authority or body of the targeted Member State.</p> <p>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.</p>
	<p><b>Article 30a</b></p> <p>1. The European Regulators Group for Audiovisual Media Services (ERGA) is hereby established.</p> <p>2. It shall be composed of national 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.</p> <p>3. ERGA's shall have the following tasks:</p> <p>(a) to advise and assist the Commission in</p>	<p><b>Article 30a</b></p> <p>1. The European Regulators Group for Audiovisual Media Services (ERGA) is hereby established.</p> <p>2. It shall be composed of national _____ 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.</p> <p>3. The ERGA shall have the following tasks:</p> <p>(a) to advise and assist the Commission at</p>	<p><b>Article 30a</b></p> <p>1. The European Regulators Group for Audiovisual Media Services (ERGA) is hereby established.</p> <p>2. It shall be composed of representatives of national regulatory authorities or bodies _____ in the field of audiovisual media services. _____ A Commission representative shall participate in ERGA meetings.</p> <p>3. ERGA shall have the following tasks:</p> <p>(a) to provide technical expertise to the</p>	<p><b>Article 30b</b></p> <p>1. The European Regulators Group for Audiovisual Media Services (ERGA) is hereby established.</p> <p>2. It shall be composed of representatives of 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.</p> <p>3. ERGA shall have the following tasks:</p> <p>(a) to provide technical expertise to the</p>

	<p>its work to ensure a consistent implementation in all Member States of the regulatory framework for audiovisual media services;</p> <p>(b) to advise and assist the Commission as to any matter related to audiovisual media services within the Commission's competence. If justified in order to advise the Commission on certain issues, the group may consult market participants, consumers and end-users in order to collect the necessary information;</p> <p>(c) to provide for an exchange of experience and good practice as to the application of the regulatory framework for audiovisual media services;</p> <p>(d) 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;</p> <p>(e) to give opinions, when requested by the Commission, on the issues envisaged in Articles 2(5b), 6a(3), 9(2), 9(4) and on any matter relating to audiovisual media services, in particular on the protection of minors and incitement to hatred.";</p> <p>4. The Commission shall be empowered to adopt, by means of an implementing act, the rules of procedure for ERGA.</p>	<p>its request in its task to ensure a consistent implementation of the provisions of this Directive in all Member States;</p> <p>(b) to advise and assist the Commission at its request, on matters related to audiovisual media services within its competence ____;</p> <p>(c) to provide for an exchange of experience and good practice as to the application of the regulatory framework for audiovisual media services;</p> <p>(d) to cooperate and provide its members and the contact committee with the information necessary for the application of this Directive, in particular as regards Articles 3, 4 and 7 thereof;</p> <p>(e) to give opinions, when requested by the Commission, on the issues envisaged in Articles 2(5b), 6a(3), 9(2), 9(4) and on any matter relating to audiovisual media services, in particular on the protection of minors and incitement to hatred.</p> <p>4. The Commission shall be empowered to adopt, by means of an implementing act, the rules of procedure for ERGA.</p> <p>4a. The ERGA shall have adequate financial and human resources to carry out its tasks. Regulatory authorities and / or bodies shall actively participate in and contribute to the ERGA.</p>	<p>Commission ____ to ensure a consistent implementation of the regulatory framework for audiovisual media services ;</p> <p>(b) (deleted)</p> <p>(c) to exchange ____ experience and best practices on the application of the regulatory framework for audiovisual media services;</p> <p>(d) 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;</p> <p>(e) 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) ____.</p> <p>4. ERGA shall adopt its rules of procedure.</p> <p>____</p>	<p>Commission:</p> <p>- in its task to ensure a consistent implementation of this Directive in all Member States,</p> <p>- on matters related to audiovisual media services within its competence;</p> <p>(b) to exchange experience and best practices on the application of the regulatory framework for audiovisual media services including on accessibility and media literacy;</p> <p>(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;</p> <p>(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).</p> <p>4. ERGA shall adopt its rules of procedure.</p>
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CHAPTER XII FINAL PROVISIONS	CHAPTER XII FINAL PROVISIONS	CHAPTER XII FINAL PROVISIONS	CHAPTER XII FINAL PROVISIONS	CHAPTER XII FINAL PROVISIONS
<p><b>Article 31</b></p> <p>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.</p>	<p><b>Article 31</b></p> <p>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.</p>	<p><b>Article 31</b></p> <p>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.</p>	<p><b>Article 31</b></p> <p>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.</p>	<p><b>Article 31</b></p> <p>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.</p>
<p><b>Article 32</b></p> <p>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.</p>	<p><b>Article 32</b></p> <p>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.</p>	<p><b>Article 32</b></p> <p>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.</p>	<p><b>Article 32</b></p> <p>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.</p>	<p><b>Article 32</b></p> <p>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.</p>
<p><b>Article 33</b></p> <p>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.</p> <p>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</p>	<p><b>Article 33</b></p> <p>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.</p> <p>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.</p> <p>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.</p>	<p><b>Article 33</b></p> <p>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.</p> <p>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.</p> <p>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.</p>	<p><b>Article 33</b></p> <p>The Commission shall monitor Member States' application of this Directive ____.</p> <p>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.</p> <p>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.</p>	<p><b>Article 33</b></p> <p>The Commission shall monitor Member States' application of this Directive.</p> <p>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.</p> <p>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.</p> <p>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</p>

required.				Directive is communicated to the Contact Committee and ERGA.
				<p><b>Article 33a</b></p> <p>1. Member States shall promote and take measures for the development of media literacy skills.</p> <p>2. By 19 December 2022 and every three years thereafter, Member States shall report to the Commission on the implementation of paragraph 1.</p> <p>3. The Commission shall, after consulting the Contact Committee, issue guidelines regarding the scope of such reports.</p>
<p><b>Article 34</b></p> <p>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.</p> <p>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.</p>	<p><b>Article 34</b></p> <p>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.</p> <p>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.</p>	<p><b>Article 34</b></p> <p>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.</p> <p>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.</p>		<p><b>Article 34</b></p> <p>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.</p> <p>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.</p>



	<p><b>Article 2</b></p> <p>1. 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.</p> <p>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.</p> <p>2. 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.</p>	<p>—</p>	<p><b>Article 2</b></p> <p>1. 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.</p> <p>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.</p> <p>2. 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.</p>	<p><b>Article 2</b></p> <p>1. 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.</p> <p>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.</p> <p>2. 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.</p>
<p><b>Article 35</b></p> <p>This Directive shall enter into force on the 20th day following its publication in the Official Journal of the European Union.</p>	<p><b>Article 3</b></p> <p>This Directive shall enter into force on the 20th day following its publication in the Official Journal of the European Union.</p>	<p><b>Article 35</b></p> <p>This Directive shall enter into force on the 20th day following its publication in the Official Journal of the European Union.</p>	<p><b>Article 3</b></p> <p>This Directive shall enter into force on the twentieth day following its publication in the Official Journal of the European Union.</p>	<p><b>Article 3</b></p> <p>This Directive shall enter into force on the twentieth day following that of its publication in the Official Journal of the European Union.</p>
<p><b>Article 36</b></p> <p>This Directive is addressed to the Member States.</p>	<p><b>Article 4</b></p> <p>This Directive is addressed to the Member States.</p>	<p><b>Article 36</b></p> <p>This Directive is addressed to the Member States.</p>	<p><b>Article 4</b></p> <p>This Directive is addressed to the Member States.</p>	<p><b>Article 4</b></p> <p>This Directive is addressed to the Member States.</p>

**Contact:**



Institut für Europäisches Medienrecht e.V. (EMR)  
Institute of European Media Law (EMR)  
Institut du Droit Européen des Médias (EMR)

Franz-Mai-Straße 6  
D-66121 Saarbrücken  
Deutschland/Germany/Allemagne

Tel. +49 681 99275 11  
Fax +49 681 99275 12

E-Mail: [emr@emr-sb.de](mailto:emr@emr-sb.de)  
Web: <http://www.emr-sb.de>