



## 4.9. EE - Estonia<sup>156</sup>

### 4.9.1. Key findings

- Progressive reasonable accommodation style legislation to make programming gradually more accessible.
- Quotas will not be established until 2025, and action plans/reporting will not be required until February 2024.
- The public service broadcaster has the highest proportion of accessible content with a regular news programme accompanied by sign language translation, and increasing numbers of news and current affairs programmes as well as programming of societal importance are available with subtitles or audio description.
- The national expert reports that the proportion of content with subtitling, sign language translation, audio description and spoken subtitles is increasing across all broadcasters and on-demand platforms.

### 4.9.2. Legal framework: primary and secondary legislation

National legislation	Summary of the measures
<b>Article 7 (1) AVMSD</b>	
Media Services Act (MSA) paragraphs 23 (1) and 23 (1 <sup>4</sup> ) – ( <i>Meediateenuste seadus – MeeTS</i> ) <sup>157</sup>	Audiovisual media service providers, including television and video-on-demand (VOD), will use proportionate measures to gradually increase accessibility for persons with disabilities. Measures include subtitles, sign language translation, descriptive translation, separate audio channels, teletext and others.
Estonian Public Broadcasting Act (EPBA), paragraph 5 (1) 1)	The minister in charge of the policy sector will establish by regulation a minimum percentage of programmes with subtitles and sign language translation, descriptive translation and spoken subtitles.

<sup>156</sup> The summary on Estonia incorporates the feedback received from Peeter Sookruus, advisor to the Information Society Division at the Consumer Protection and Technical Regulatory Authority during the checking round with the national regulatory authorities.

<sup>157</sup> <https://www.riigiteataja.ee/en/eli/ee/514062022001/consolide/current>



– ( <i>Eesti Rahvusringhäälingu seadus</i> – ERHS) <sup>158</sup>	The public broadcaster will produce at least two television programme services and four twenty-four-hour radio programme services. The original programmes offered by the television programme services will be made available to persons with hearing disabilities to the extent possible.
<b>Article 7 (2) AVMSD</b>	
MSA, paragraphs 23 (3) and 65 <sup>2</sup>	Audiovisual media service providers will submit annual action plans along with information about the implementation of the previous year’s action plan by 15 February. The second obligation – to submit information about the implementation of the previous year’s action plan – will be enforced from 2024.
<b>Article 7 (3) AVMSD</b>	
MSA, paragraphs 23 (2), 65 <sup>2</sup> and 65 <sup>3</sup>	Action plans must be submitted annually and must include a description of the activities designed to improve accessibility for the current year and the subsequent three years, the timeframe for implementation and plans for funding needed.
<b>Article 7 (4) AVMSD</b>	
MSA, paragraph 23 (4)	The point of contact for information and complaints is the national media regulatory authority, the Consumer Protection and Technical Regulatory Authority (CPRTA). No specific information is provided about whether this is online or paper based. It means that requests for information and complaints could be submitted in any form, either online, in hard copy or by phone.
<b>Article 7 (5) AVMSD</b>	
MSA paragraph 18(2)	Television providers are obliged to transmit emergency information in manner that is accessible to people with disabilities.

### 4.9.3. Overview of national rules

Types of accessibility measures	Brief overview of existing rules
Accessibility measures (hearing impairments)	Subtitling: No quotas yet specified – these must be set by the Ministry of Culture by 2025.  Sign language: No quotas yet specified – these must be set by the Ministry of Culture by 2025.
Accessibility measures (visual impairments)	Audio Description:

<sup>158</sup> <https://www.riigiteataja.ee/en/eli/ee/528022022001/consolide/current>



	No quotas yet specified – these must be set by the Ministry of Culture by 2025. Spoken Subtitles: No quotas yet specified – these must be set by the Ministry of Culture by 2025.
Accessibility measures developed by self- or co-regulatory process	Action plans must be developed by broadcasters beginning in 2023.
Reporting to the NRA – frequency	Yes, annually to the CPRTA. The public broadcaster report is available to the public. Private broadcasters' reports are not.
Designated point of contact for information and complaint	The CPTRA is the designated point of contact by law. This provision is enacted in the Media MSA (paragraph 24 (4)).

## 4.9.4. Law in practice: selected examples<sup>159</sup>

### 4.9.4.1. Public service broadcaster

Estonian Public Broadcasting offers a regular news programme with sign language, and is increasing its news and current affairs programming with subtitling, as well as adding programming considered “important for society” with sign language and audio description.

### 4.9.4.2. Private broadcaster: AS All Media Eesti

AS All Media Eesti (private broadcaster) offers an increasing proportion of programming with subtitles or spoken subtitles across TV channels TV3, TV6, TV3 Life and 3+ Estonia.

### 4.9.4.3. VOD: Elisa Eesti AS

Elisa Eesti AS (VOD) provides a number of movies with subtitles and is exploring technical solutions to improve the accessibility of their VOD content for persons with visual or hearing disabilities.

---

<sup>159</sup> Examples as provided by the national expert.