



4.20. LV - Latvia²⁴⁴

4.20.1. Key findings

- Latvia imposes a progressive realisation obligation on linear and non-linear audiovisual media service providers.
- Audiovisual media service providers must consult with disabled persons' organisations to draw up action plans.
- The statute does not distinguish between different types of audiovisual media service providers.
- The statute does not distinguish between different impairments or set quotas for accessible content or measures. The national media regulatory authority (*Nacionālā elektronisko plašsaziņas līdzekļu padome* – NEPLP) has issued guidelines that list suggested suitable accessibility solutions.²⁴⁵
- Action plans are publicly available and the NEPLP publishes a report based on these action plans.²⁴⁶

4.20.2. Legal framework: primary and secondary legislation

National legislation	Summary of the measures
Article 7 (1) AVMSD	
Section 24 (1) Electronic Mass Media Law (<i>Elektronisko plašsaziņas līdzekļu likums</i>) ²⁴⁷	Audiovisual media service providers ²⁴⁸ must ensure their services are made continuously and progressively more accessible.

²⁴⁴ The summary on Latvia incorporates the feedback received from Māra Madara Lūse, head of the International Cooperation and Analytics Division at the National Electronic Mass Media Council, during the checking round with the national regulatory authorities.

²⁴⁵ Guidelines for the Electronic Media Law for the application of the guidelines for promoting access to electronic content media programmes and services (*Vadlīnijas Elektronisko Plašsaziņas Līdzekļu Likuma Piemērošanā Satura Pieejamības Veicināšanai Elektronisko Plašsaziņas Līdzekļu Programmās Un Pakalpojumos*) available in Latvian at: <https://www.neplp.lv/lv/media/5097/download?attachment>

²⁴⁶ <https://www.neplp.lv/lv/cita-informacija>

²⁴⁷ <https://likumi.lv/ta/en/en/id/214039-electronic-mass-media-law>

²⁴⁸ Under the statute, “electronic mass media” are defined as all private persons to whom a broadcasting or retransmission permit has been issued, or who has submitted to the National Electronic Mass Media Council a notification of the provision of on-demand services.



Article 7 (2) AVMSD	
Section 24 (2) Electronic Mass Media Law	Service providers must draw up action plans in cooperation with disabled persons' organisations setting out measures and plans for ensuring accessibility.
Article 7 (3) AVMSD	
Section 24 (2) Electronic Mass Media Law	The NEPLP will be notified of an action plan within 14 days of it being approved by the service provider.
Article 7 (4) AVMSD	
Section 60 (2) fourth paragraph Electronic Mass Media Law	The NEPLP will monitor compliance with this statute, by providing information and hearing complaints or any problems relating to the accessibility of services or information.
Article 7 (5) AVMSD	
Section 24.1 (3) Electronic Mass Media Law	A service provider that makes public announcements and provides emergency information must do so in an accessible manner.

4.20.3. Overview of national rules

Types of accessibility measures	Brief overview of existing rules
Accessibility measures (hearing impairments)	No quota set. Electronic mass media should provide, for example, subtitles, sign language interpretation, or production of content in sign language as provided by the NEPLP's guidelines for promoting access to electronic content media programmes and services.
Accessibility measures (visual impairments)	No quota set. Electronic mass media should provide, for example, spoken subtitles or audio description, as provided by the NEPLP's guidelines for promoting access to electronic content media programmes and services.
Accessibility measures developed by self- or co-regulatory process	Yes. Action plans must be developed in consultation with disabled persons' organisations.
Reporting to NRA - Frequency	Yes. Statutory language has been interpreted to mean reporting both on action plan creation and on the success of the previous year's action plan.
Designated point of contact for information and complaint	Yes, the NEPLP provides information and hears complaints, but there is no specific online point of contact.



4.20.4. Law in practice: selected examples²⁴⁹

4.20.4.1. Public service broadcaster: Latvijas televīzija (VSIA)

Public service broadcaster VSIA provides subtitling and sign language interpretation and plans to increase the amount of subtitling and sign language translation of LTV channel programmes and films in its linear service, as well as developing sign language translation and subtitling in its video-on-demand (VOD) services, including LSM.lv, replay.lv, and on social media.²⁵⁰

4.20.4.2. Private broadcaster: SIA Helio Media

Private broadcaster SIA Helio Media provides subtitles, and sign language translation, and according to its published action plan, plans to gradually increase the volume of programming with simple subtitles and specialised subtitles (including spoken subtitles).²⁵¹

4.20.4.3. VOD: SIA Tet

VOD SIA Tet (Tet Films) provides subtitles and audio description. According to its action plan it will gradually increase the volume of accessible content with simple and specialised subtitles. It also planned to add 180 new episodes of content with subtitles in Latvian in 2021, with 686 subtitled new episodes added over a three-year period.²⁵²

²⁴⁹ Examples as provided by the national expert.

²⁵⁰ <http://polsis.mk.gov.lv/documents/7167>

²⁵¹ <https://www.nepl.lv/lv/media/5178/download>

²⁵² <https://www.nepl.lv/lv/media/5178/download>