

AVMSD TRANSPOSITION HIGHLIGHTS – BELGIUM (BRU)



Belgium (Brussels-Capital Region) has transposed the AVMSD 2018/1808 with the Law 21 July 2021, amending Law of 5 May 2017 on audiovisual media services in the bilingual Brussels-Capital Region, that entered into force on 20 August 2021: <http://www.ejustice.just.fgov.be/eli/loi/2017/05/05/2017040323/justel>



Protection of minors (Article 6a of the AVMSD)

- *Appropriate measures may include selecting the time of the broadcast or age verification tools through restricted access.*
- *Visual symbols and acoustic warning are used to provide information on the potentially harmful nature of the content of the programme.*



Accessibility (Article 7 of the AVMSD)

- *General obligation of making AVMS continuously and progressively more accessible to persons with visual or hearing impairments through proportionate measures.*



European works (Article 13, 16, 17 of the AVMSD)

- *30% quota obligation for European works in VOD catalogues and general prominence obligation.*
- *No financial contribution obligations*
- *More than half of the transmission time obligation for broadcasters for European works, and 10% of their annual programming time for independent works*



Advertising (Article 23 of the AVMSD)

- *Television advertising spots and teleshopping spots: 06.00-18.00 and 18.01-24.00: max. 20% of that period.*



Video-sharing platforms (Article 28b of the AVMSD)

- *The appropriateness of the measures taken by VSP is assessed by the Belgian Institute for Postal Services and Telecommunications.*



Media literacy (Article 33a of the AVMSD)

- *General obligation to provide for effective media literacy measures and tools.*

For more info, take a look at the [AVMSDatabase](#) and [country table!](#)