

AVMSD TRANSPOSITION HIGHLIGHTS – BELGIUM (FR)



Belgium (French speaking community) has transposed the AVMSD 2018/1808 with the Decree of 4 February 2021 on audiovisual media services and video-sharing services that entered into force on 15 April 2021:

<https://www.ejustice.just.fgov.be/eli/decret/2021/02/04/2021020568/moniteur>



Protection of minors (Article 6a of the AVMSD)

- Appropriate measures may include selecting the time of the broadcast, age verification tools through access code, and other technical measures.
- Acoustic warnings or a visual symbol should be used to provide information on the potentially harmful nature of the content of the programme.
- A Decision sets out specific protection measures and rules for labelling harmful content.



Accessibility (Article 7 of the AVMSD)

- Service providers should apply the rules on accessibility of programmes for people with sensory impairments established by the CSA Advisory Committee.



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

- 30% quota obligation for European works, with 1/3 of French-speaking Belgian works, in VOD catalogues to be increased to 40% by the end of a transition period of 5 years, and general prominence obligation.
- Domestic and non-domestic targeting VOD service providers and broadcasters must contribute to the production of audiovisual work, either in the form of co-production or pre-purchase of audiovisual works, or in the form of a payment to the CFWB. Contribution varies from 0% for a turnover of less than EUR 700 000 to 9.5% for a turnover of more than EUR 150 million.
- 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 in a given clock hour: max. 20% of that period
- VOD service providers advertising and teleshopping spots inserted into a programme: max. 20% of the running time of that programme.



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

- The appropriateness of the measures taken by VSP is assessed by the Licensing and Control Committee of the CSA, which can invite them to adopt corrective measures within a specified period.



Media literacy (Article 33a of the AVMSD)

- One of the main tasks of the Licensing and Control Committee of the CSA shall be to participate in studies and analyses, including making recommendations, on media literacy and the fight against disinformation in collaboration with the CDJ and in consultation with the High Council for Media Literacy

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