

## AVMSD TRANSPOSITION HIGHLIGHTS – BELGIUM (VL)



Belgium (Flemish speaking community) has transposed the AVMSD 2018/1808 with the Decree of 19 March 2021 amending the Decree of 27 March 2009 on radio broadcasting and television that entered into force on 29 April 2021: <https://www.ejustice.just.fgov.be/cgi/api2.pl?lg=nl&pd=2021-04-29&numac=2021020866>



### Protection of minors (Article 6a of the AVMSD)

- *Appropriate measures may include selecting the time of the broadcast, using age verification tools or other technical measures.*



### Accessibility (Article 7 of the AVMSD)

- *Accessibility measures include subtitling, audio description, sign language and audio subtitling.*
- *A Decision lays down precise quotas for programmes that must be accompanied by subtitles and sign language for private broadcasters depending on their market share.*



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

- *30% quota obligation for European works in VOD catalogues, including a significant proportion for Dutch-language European works, and general prominence obligation.*
- *Financial contribution obligation of 2% of the turnover made in the Flemish-speaking community for domestic and non-domestic targeted VOD service providers either as a contribution to the production of Flemish audiovisual works or to the Flemish Audiovisual fund.*
- *More than half of the transmission time obligation for broadcasters for European works, including a significant proportion for Dutch-language 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)

- *Disputes between users and VSP should be ruled by the Board of impartiality and protection of minors of VRM.*



### Media literacy (Article 33a of the AVMSD)

- *General obligation to promote media literacy measures.*

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