

## AVMSD TRANSPOSITION HIGHLIGHTS - BULGARIA



Bulgaria has transposed the AVMSD 2018/1808 with an amendment to the Radio and Television Law that entered into force on 22 December 2020:

<https://www.lex.bg/laws/ldoc/2134447616>



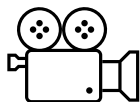
### Protection of minors (Article 6a of the AVMSD)

- The notion of harm also includes impairment to social and psychological development.
- No harmful content can be broadcasted in such a way that persons under the age of 18 view it.
- 06.00 - 23.00: making available for distribution of harmful programmes is prohibited
- 23.00-06.00: Warning or visual symbol to be displayed during whole duration of programmes



### Accessibility (Article 7 of the AVMSD)

- Accessibility measures include sign language, deaf and hard of hearing subtitling, spoken subtitles, and audio description
- The Council for Electronic Media is responsible for receiving complaints on accessibility matters



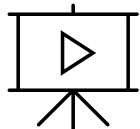
### European works (Articles 13, 16, 17 of the AVMSD)

- 30% quota obligation for European works in VOD catalogues >1% audience
- Prominence obligation includes special section and search tool for European works
- No financial contribution obligations imposed on VOD service providers
- 50% yearly transmission time obligation for both commercial and public service broadcasters
- 12% transmission time for independent works. Adequate proportions for recent works (< 5years)



### Advertising (Article 23 of the AVMSD)

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



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

- The notion of harm also includes impairment to social development
- Persons intending to provide video-sharing platform services shall inform the media NRA thereof
- Ex-ante approval of changes to the terms and conditions by media NRA
- The media NRA can amend terms and conditions to protect the users



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

- Media literacy measures aiming at making informed choices about media content and services, using media safely, and engaging responsibly, ethically, and effectively in different communication formats
- Stakeholders dialogue for the development of media literacy policy