

AVMSD TRANSPOSITION HIGHLIGHTS – CYPRUS



Cyprus has transposed the AVMSD 2018/1808 with the Cyprus Broadcasting Corporation Act 196(I) of 2021 and the Broadcasting and Television Broadcasters Act 197(I) of 2021 that were adopted in December 2021:

http://www.cylaw.org/nomoi/arith/2021_1_196.pdf

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Protection of minors (Article 6a of the AVMSD)

- *Appropriate measures may include selecting the time of the broadcast, age verification tools or other technical measures.*
- *Programmes which are potentially harmful to minors broadcast free-to-air shall be preceded by an acoustic warning or identified by the presence of a visual symbol throughout their duration.*



Accessibility (Article 7 of the AVMSD)

- *Accessibility measures include use of sign language, audio description and oral subtitling.*
- *Broadcasters must broadcast on at least half the television screen a special news bulletin adapted for the hearing impaired between 6 p.m. and 10 p.m., lasting at least 5 minutes.*



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

- *30% quota obligation for European works in VOD catalogues and general prominence obligation.*
- *Non-domestic targeted VOD service providers may also be obliged to pay proportionate and non-discriminatory financial contributions.*
- *More than half of the transmission time obligation for broadcasters for European works, and 10% of their annual programming time or 10% of the budget of their programme 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 will be assessed through mechanisms established by the Cyprus Radio-Television Authority.*
- *VSPs must provide the Authority with information about the complaints they have received, the out-of-court resolution process that has taken place, and any other appropriate measures they are required to put in place.*



Media literacy (Article 33a of the AVMSD)

- *The Cyprus Broadcasting Corporation and the Cyprus Radio-Television Authority shall encourage and take steps to develop media literacy skills, notably by disseminating clear and user-friendly information to citizens and supporting awareness campaigns.*

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