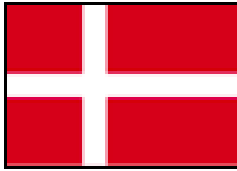


AVMSD TRANSPOSITION HIGHLIGHTS – DENMARK



Denmark has transposed the AVMSD 2018/1808 with Act amending the Radio and Television Act and the Film Act that entered into force on 01 July 2021:

<https://www.retsinformation.dk/eli/lta/2020/1350>

Protection of minors (Article 6a of the AVMSD)



- No harmful content can be broadcasted in such a way that persons under the age of 18 view it.
- Age verification tools, selecting the time of the broadcast, or other technical measures can be used to prevent minors from accessing harmful content.
- Media service providers (both commercial and public broadcasters) are responsible for programme classification and must label programmes with their age rating, with some exceptions such as news and current affairs programme, music and sports programme and live broadcast.
- For the age rating, the programmes are divided into three age groups: 7,11, and 15.
- A public service broadcaster must provide clear and neutral age ratings information orally before to the start of the programme or clearly displayed during the programme, or at least the first 5 minutes.

Accessibility (Article 7 of the AVMSD)



- Accessibility measures include sign language interpretation, subtitles for the deaf and hard of hearing, spoken subtitles and audio description

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



- 30% quota obligation for European works in VOD catalogues
- The Ministry of Culture's guideline defines low turnover and low audience
- General prominence obligation
- VOD service providers, including foreign services targeting Denmark, are required to invest 2% of their turnover in Denmark in the form of direct investments in new Danish-language content.
- More than half of the transmission time obligation for both commercial and public service broadcasters
- 10% transmission time for independent works or 10% minimum programming budget



Advertising (Article 23 of the AVMSD)

- Advertisements on radio and TV are limited to 12 minutes per hour.

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



- The Minister for Culture must define rules requiring VSP providers to take appropriate measures to protect minors from harmful content, as well as rules on the identification and content of advertising, sponsorship and product placement on VSPs.
- The NRA must verify that VSP providers take appropriate measures to protect minors from online harmful content.

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