

## AVMSD TRANSPOSITION HIGHLIGHTS – ESTONIA



Estonia has transposed the AVMSD 2018/1808 with the Act Amending the Media Services Act and amending other acts in connection therewith of 16 February 2022 that entered into force on 9 March 2022:

<https://www.riigiteataja.ee/akt/127022022001>



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

- Programmes with scenes of indecent content, violence or cruelty, or unlawful conduct, likely to impair the physical, mental or moral development of minors must not be broadcasted between 06.00 and 22.00.
- The prohibition may be waived if broadcasters have put in place a system of personal identification codes or other appropriate technical solutions which prevent minors from accessing such content.



### Accessibility (Article 7 of the AVMSD)

- Accessibility measures can include subtitles, sign language translation, descriptive translation, separate audio channels, teletext and other additional services.
- The minister responsible for the policy sector shall establish by regulation more specific accessibility requirements, including a minimum quota of accessible programmes and requirements for the selection of subtitles and audio subtitles.



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

- 30% quota obligation for European works in VOD catalogues, and prominence obligation which also involve highlighting their country of origin and year of completion.
- No financial contribution obligations.
- 51% of the transmission time obligation for broadcasters, and 10% transmission 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)

- VSP must create a code of conduct regarding inappropriate audiovisual commercial communications featuring food and drink in children's programmes or user-generated videos targeted at children.
- If the codes of conduct have not been adopted by 1 October 2022 or have proved ineffective, the Minister responsible for the policy sector shall establish specific requirements by 1 April 2023.



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

- The Ministry of Education and Research is responsible for the promotion of media literacy within the framework of the planning of the education policy of the state.

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