

AVMSD TRANSPOSITION HIGHLIGHTS - FINLAND



Finland has transposed the AVMSD 2018/1808 with the Law amending the Act on Electronic Communications Services that entered into force on 01 January 2021:

<https://finlex.fi/fi/laki/alkup/2020/20201207>



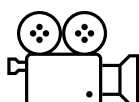
Protection of minors (Article 6a of the AVMSD)

- *The notion of harm also includes violent, sexual, or anxiety-inducing content*
- *A visible sign to be displayed for 7, 12, 16, and 18 on or in connection with the programme*
- *Possibility for an exception for minors 3 years younger than the minimum age limit if accompanied by an adult*



Accessibility (Article 7 of the AVMSD)

- *Accessibility measures include subtitles, signing, descriptions, audio service and spoken subtitles*
- *No audio and subtitling for live music performances or sports events*
- *Non-public broadcasters' costs in providing audio and subtitling service: max. 1% of revenue*
- *No mention of accessible emergency information for people with disabilities*



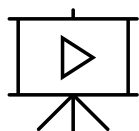
European works (Articles 13, 16, 17 of the AVMSD)

- *30% quota obligation for European works in VOD catalogues*
- *General prominence obligation*
- *No financial contribution obligations imposed on VOD service providers*
- *The majority of free-to-air annual transmission time obligations of European works for both commercial and public service broadcasters*
- *19% transmission time for independent works or 10% minimum programming budget*



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)

- *VSP providers must prohibit harmful content uploading in their terms and conditions*
- *The law applies if a Finnish citizen or permanent resident provides the programme or if the decision is made in Finland*



Media literacy (Article 33a of the AVMSD)

- *General obligation to promote media literacy with strong emphasis on a child-safe media environment*