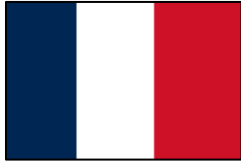


AVMSD TRANSPOSITION HIGHLIGHTS – FRANCE



France has transposed the AVMSD 2018/1808 mainly with Ordinance No. 2020-1642 of 21 December 2020 that entered into force on 24 December 2020:
<https://www.legifrance.gouv.fr/jorf/id/JORFTEXT000042722588>



Protection of minors (Article 6a of the AVMSD)

- General measures can include selecting the time of the broadcast or other appropriate technical measures.
- Programmes likely to impair the physical, mental or moral development of minors shall be preceded by visual warnings throughout their duration.



Accessibility (Article 7 of the AVMSD)

- Broadcasters and VOD service providers must specify in their agreement with ARCOM the proportion of programmes made accessible.
- Broadcasters whose average annual audience exceeds 2.5% of the total audience of TV services must make all their programmes accessible, with the exception of commercials.



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

- 60% quota obligation for European works in VOD catalogues, of which 40% for French works.
- Specific prominence obligation for VOD service providers through dedicated homepage display, programme recommendations, search tools and promotional campaigns.
- Domestic and non-domestic targeted VOD service providers: between 15-25% of their annual turnover or the funding of European or French works, and a significant proportion for independent production.
- Different financial contribution for domestic and non-domestic targeted broadcasters to the production of European cinematographic/audiovisual work, and a significant proportion for independent production.
- 60% of the transmission time obligation for broadcasters for European works, of which 40% for French works.



Advertising (Article 23 of the AVMSD)

- Television advertising spots and teleshopping spots: max 9-12 minutes per hour for TV services covering a territory with more than 10 million inhabitants.



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

- ARCOM may make proportionate requests for access, via dedicated programming interfaces, to any data relevant to the evaluation of the appropriateness of the measures adopted by VSPs.



Media literacy (Article 33a of the AVMSD)

- Online platform operators must implement media and information literacy measures, and make an annual report on their implementation to ARCOM

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