

AVMSD TRANSPOSITION HIGHLIGHTS – CROATIA



Croatia has transposed the AVMSD 2018/1808 with the new Electronic Media Act that entered into force on 22 October 2021:

<https://www.zakon.hr/z/196/Zakon-o-elektroni%C4%8Dkim-medijima>

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 and should be specified in the rules to be issued by AEM*
- *Advertising for games of chance and other AVMS programmes broadcasted in unencoded form must be preceded by acoustic warning or identified by visual symbols for their entire duration*

Accessibility (Article 7 of the AVMSD)



- *Accessibility measures are also specifically directed to children with developmental disabilities*

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



- *30% quota obligation for European works in VOD catalogues and prominence obligation to be ensured on the cover page of the catalogue*
- *Contribution to the production or purchase of independent Croatian works: 2% of their total annual gross revenue in Croatia for domestic and non-domestic targeted VOD service providers, 5% for broadcasters*
- *Contribution for the implementation of the National Programme for the Promotion of Audiovisual Creativity for the production of European works: 2% of their total annual gross revenue for domestic and non-domestic VOD service providers, 0.8% for national broadcasters*
- *More than half of the transmission time obligation for broadcasters for European works, half of which must be Croatian works, and 10% of their annual programming 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)



- *The Council of AEM shall encourage VSPs to take measures to prevent the excessive intake by minors of foods and beverages which are not recommended for them, including by adopting codes of conduct*
- *The appropriateness of the measures taken by VSP will be assessed through mechanisms established by the Council of AEM*

Media literacy (Article 33a of the AVMSD)



- *The Council of AEM shall promote programmes aimed at the development of knowledge and media literacy skills*

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