

AVMSD TRANSPOSITION HIGHLIGHTS - HUNGARY



Hungary has transposed the AVMSD 2018/1808 with various legislative amendments that entered into force in 2020.

<https://www.finlex.fi/fi/laki/ajantasa/2014/20140917#O8L25P206>



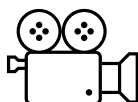
Protection of minors (Article 6a of the AVMSD)

- *Varying broadcasting categories allotted different broadcasting times for ages 6, 12, 16, and 18*
- *The notion of harm includes: trigger fear for < 6 and 12 ~ impair the physical, mental or moral development of < 16 ~ likely to have an adverse effect on the physical, mental or moral development of < 18*
- *Use of visual or audible signs to be displayed before and during the programmes*
- *The programme's rating to be shown as a pictogram, indicating the specified age group*



Accessibility (Article 7 of the AVMSD)

- *> 1% audience: Accessibility measures must include sign language interpretation, subtitle*
- *Public service and significant power of influence audiovisual media service providers (determined based on the annual audience share): more accessibility to the visually impaired*



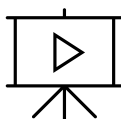
European works (Articles 13, 16, 17 of the AVMSD)

- *30% quota obligation for European works in VOD catalogues ~ at least 10% Hungarian work*
- *General prominence obligation*
- *No financial contribution obligations imposed on VOD service providers*
- *Media service provider with significant influence providing linear AVMS must devote 2.5% of their annual advertising revenue to the promotion of new Hungarian cinematographic work*
- *50% (1/3 Hungarian works) yearly transmission time obligation for commercial broadcasters*
- *60% (50% Hungarian works) yearly transmission time obligation for the public media service providers*
- *10% transmission time for independent works by commercial broadcasters ~ 8% for Hungarian works*
- *15% annual transmission time for independent works by public service media providers*



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)

- *The notion of harm also includes spiritual impairment to the development of minors*
- *New VSP self-regulatory body and administrative agreement with media NRA*
- *New competency to media NRA to assess and evaluate the adequacy and effectiveness of measures*



Media literacy (Article 33a of the AVMSD)

- *General obligation to promote media literacy*