

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)

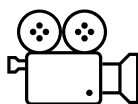
- Varying broadcasting categories allotted different broadcasting times for ages 6, 12, 16, and 18
- Notion of harm includes: trigger fear for < 6 and 12 ~ impair the physical, mental or moral development of < 16 ~ likely to have an adverse effect on the physical, mental or moral development of < 18
- 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
- Specific guidelines have been established for the criteria for the age rating of media content and the way in which this rating is communicated.



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)

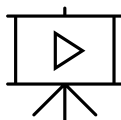


- 30% quota obligation for European works in VOD catalogues ~ at least 10% Hungarian work
- General prominence obligation
- No financial contribution obligations imposed on VOD service providers
- 50% (1/3 Hungarian works) yearly transmission time obligation for commercial broadcasters
- 60% (50% Hungarian 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

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