

AVMSD TRANSPOSITION HIGHLIGHTS – IRELAND



Ireland has partially transposed the AVMSD 2018/1808 with the Online and Safety Media Regulation Act 2022 that entered into force on 15 March 2023:

<https://www.irishstatutebook.ie/eli/2022/act/41/enacted/en/html>



Protection of minors (Article 6a of the AVMSD)

- Media services codes for broadcasters and VOD Providers ensure that programmes likely to be harmful or unduly offensive be presented in such a way that children will not normally hear or see anything which may impair their physical, mental or moral development.



Accessibility (Article 7 of the AVMSD)

- Media service codes and Access Rules for television broadcasters set specific requirements to ensure programmes are made increasingly accessible to persons with disabilities.
- Such measures may include Irish sign language service, subtitling and audio description.
- Media service rules also require from broadcasters a percentage of programmes that promote understanding and appreciation by people with disabilities of these programmes.



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

- 30% quota obligation for European works in VOD and prominence obligation may relate to the visibility and presentation in the catalogue, information, references, and configuration search tools.
- Coimisiún na Meán may, for the purpose of financing a scheme to support the production of European works, impose a levy on media service providers.
- Media services codes will be developed and will ensure transposition of Article 16 and 17 of the Directive.



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)

- Harmful online content is defined and can fall under different categories.
- Online safety code ensure that VSPs providers take appropriate measures to minimise the availability of harmful online content and risks arising from their availability and exposure to such content.
- Online Safety guidance materials have been issued to assists VSPs providers on identifying harmful online content and for the protection of minors and the general public from such content.



Media literacy (Article 33a of the AVMSD)

- Coimisiún na Meán shall encourage research, support and training initiatives in the field of media literacy and may prepare a funding plan to support the improvement of media literacy.

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