

AVMSD TRANSPOSITION HIGHLIGHTS – ITALY



Italy has transposed the AVMSD 2018/1808 with the Legislative Decree No 208 of 8 November 2021 that entered into force on 25 December 2021:

<https://www.gazzettaufficiale.it/eli/id/2021/12/10/21G00231/sg>



Protection of minors (Article 6a of the AVMSD)

- The TV and minors self-regulation Code, binding to all broadcasters, set out specific measures of protection of minors, including a differentiated time slot protection and rules pertaining to the participation of minors in TV programmes.



Accessibility (Article 7 of the AVMSD)

- AGCOM has prepared a technical table aimed at defining the measures to ensure accessibility to audiovisual media services to users with disabilities.



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

- 30% quota obligation for European works in VOD catalogues, of which at least 50% are reserved for original Italian-language works made in the last 5 years by independent producers.
- General prominence obligation, to be detailed by future AGCOM regulations which should provide for the introduction of tools such as a dedicated section on the main access page or specific research tool.
- Obligations to invest in independent European works for domestic and non-domestic targeted VOD service providers: 17% of their annual net revenue in Italy in 2022, 18% in 2023 and 20% as from 2024; 50% of which for original Italian-language works.
- More than half of the transmission time obligation for broadcasters for European works, of which a sub-quota is reserved to original Italian-language works.
- Broadcasters must reserve, in the time period from 18:00 to 23:00, 12% of their annual programming time for independent work, of which a quarter to original Italian-language 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 for free TV, 15% for pay TV and 25% for local TV.



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

- AGCOM must encourage the use of co-regulation through codes of conduct, and adopt guidelines specifying the criteria of adoption of such codes.



Media literacy (Article 33a of the AVMSD)

- The development of media and digital literacy by media service providers and VSP is promoted by the Ministry of Economic Development, in agreement with AGCOM, which should monitor and publish periodic report on the activities to promote media and digital literacy.

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