

## AVMSD TRANSPOSITION HIGHLIGHTS - LITHUANIA



Lithuania has transposed the AVMSD 2018/1808 with various legislative amendments that entered into force at the end of 2020.

<https://www.e-tar.lt/portal/lt/legalAct/TAR.065AB8483E1E/asr>

### Protection of minors (Article 6a of the AVMSD)



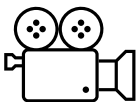
- *Must be marked with 'N-7' if it has negative impact on < 7*
- *21.00 - 06.00: "N-14" to be displayed if it has a negative impact on < 14*
- *23.00 - 06.00: index 'S' to be displayed if it has a detrimental effect on minors*
- *Audible warnings, pictorial signs to be displayed*
- *Public computer network providers must ensure the use of harmful content filtering tools*

### Accessibility (Article 7 of the AVMSD)



- *On a monthly transmission time basis, the public service broadcaster must adapt TV programmes for people with hearing and visual impairments:*
  - *min. 50% for Lithuanian subtitled programmes*
  - *min. 20% for Lithuanian sign language programmes*
  - *min. 10% for programmes for visually impaired*

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

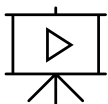


- *30% quota obligation for European works in VOD catalogues >1% total revenue and audience*
- *No financial contribution obligations imposed on VOD service providers*
- *50% transmission time obligation for both commercial and public service broadcasters*
- *10% transmission time for independent works ~ for recent works (< 5years)*



### 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)

- *VSPs must change their measures if the Board determines that they are inappropriate or applicable standards of conduct are ineffective.*



### Media literacy (Article 33a of the AVMSD)

- *To enhance media literacy education, the government will appoint an institution that will evaluate the measures and report to the EU Commission*