

AVMSD TRANSPOSITION HIGHLIGHTS – LUXEMBOURG



Luxembourg has transposed the AVMSD 2018/1808 mainly with the Act of 26 February 2021 amending the amended Act of 27 July 1991 on electronic media:
<https://legilux.public.lu/eli/etat/leg/loi/2021/02/26/a174/jo>

Protection of minors (Article 6a of the AVMSD)



- Age verification tools, time selection or other technical measures used to prevent minors from accessing harmful content will be defined by a Grand-Ducal regulation
- This regulation may also define the different age categories, the prohibition of certain programmes and the conditions for identifying the potential harmful character of programmes by visual and acoustic signals.

Accessibility (Article 7 of the AVMSD)



- Audiovisual media service providers should develop action plans to make their services continuously and progressively more accessible

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



- 30% quota obligation for European works in VOD catalogues and general prominence obligation.
- The obligation for VOD services may be waived where it is impracticable or unjustified in view of the nature or theme of the audiovisual media services.
- More than half of the transmission time obligation for TV service broadcasters
- 10% transmission time for independent works for TV service broadcasters



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)



- VSPs providers are required to adopt the appropriate measures as listed in Article 28b (3) of the AVMSD
- The NRA must verify that VSP providers take appropriate measures to protect minors and the general public from certain online harmful content, and can encourage to the adoption of code of conducts in that regards
- The procedure applicable to requests for out-of-court settlement of complaints lodged with the Authority will be defined by a grand-ducal regulation



Media literacy (Article 33a of the AVMSD)

- The NRA is required to promote the development of media literacy in all sections of society, for citizens of all ages

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