

AVMSD TRANSPOSITION HIGHLIGHTS - LATVIA



Latvia has transposed the AVMSD 2018/1808 with an amendment to the Electronic Mass Media Law that entered into force on 1 December 2020:

<https://likumi.lv/ta/id/318739-grozijumi-elektronisko-plassazinas-lidzeklu-likuma>



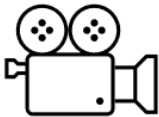
Protection of minors (Article 6a of the AVMS)

- No harmful content can be broadcasted in such a way that persons under the age of 18 view it.
- 07.00 – 22.00: the dissemination of harmful audiovisual works is prohibited
- 22.00 - 07.00: Visual or audible signs to be displayed prior to the broadcast



Accessibility (Article 7 of the AVMSD)

- No specification of the accessibility measures



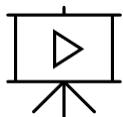
European works (Articles 13, 16, 17 of the AVMSD)

- 30% quota obligation for European works in VOD catalogues ~ The NRA guidelines defines low turnover and low audience
- Prominence obligation includes tagging or special section and search tool for European works
- No financial contribution obligations imposed on VOD service providers
- 51% weekly transmission time obligation for both commercial and public service broadcasters
- 40% of the transmission time of European audiovisual works shall be reserved to audiovisual works in the official language
- 10% transmission time for independent works. Major proportions 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)

- Detailed list of cases that constitute criminal offence
- VSP providers must create a public code of conduct



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!](#)