

## 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>



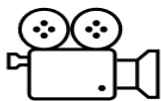
### Protection of minors (Article 6a of the AVMS)

- *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)

- *Accessibility measures can include sign language, subtitling, audio description and production of content in sign language*
- *Detailed guidelines have been developed to promote and increase accessibility*



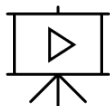
### European works (Articles 13, 16, 17 of the AVMSD)

- *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)

- *Specific milestones have been set to improve media literacy as part of the national strategy for the development of the electronic media sector (2023-2027).*



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