

AVMSD TRANSPOSITION HIGHLIGHTS – POLAND



Poland has transposed the AVMSD 2018/1808 with the Act of 11 August 2021 on amending the Broadcasting Act and the Cinematography Act that entered into force on 1 November 2021:

http://orka.sejm.gov.pl/proc9.nsf/ustawy/1340_u.htm

Protection of minors (Article 6a of the AVMSD)



- Broadcasters and VOD service providers must rate and label programs with an appropriate symbol and a verbal announcement indicating the type of content that may negatively impact minors.
- KRRiT has developed three regulations prescribing the manner in which potentially harmful programmes for minors may be made available by AVMS providers.

Accessibility (Article 7 of the AVMSD)



- Broadcasters must ensure that at least 35% of quarterly broadcasting time includes programmes accessible to people with visual or hearing impairments in 2022 and 2023, rising to 50% from 2024.
- VOD service providers must ensure that 30% of the programmes in their publicly accessible catalogues includes programmes accessible to people with visual or hearing impairments in 2022, rising to 10% in 2023 and 30% from 2024.
- KRRiT has developed a regulation on facilities for people with disabilities in TV programmes.

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



- 30% quota obligation for European works in VOD catalogues and the prominence obligation includes the proper identification of the origin of programmes and promotional material for European works.
- Financial contributions to the Polish Film Institute for national and non-domestic targeted media service providers of 1.5% of their revenues for broadcasters, digital platforms, and VOD service providers.
- More than half of the quarterly transmission obligation for broadcasters for European works, 33% for programmes originally produced in the Polish language, and 10% for independent European works (including 5% for recent works <5 years)

Advertising (Article 23 of the AVMSD)



- TV 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)



- Disputes between users and VSP may be resolved amicably through mediation.
- In case of violation of certain provisions applicable to VSPs, the Council may impose a fine of up to 20 times the average monthly remuneration of the sector, including payments from profits, in the quarter preceding the decision.

Media literacy (Article 33a of the AVMSD)



- The National Broadcasting Council is responsible for promoting media literacy and in particular for assessing the actions of media service providers and providers of video sharing platforms in this field.

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