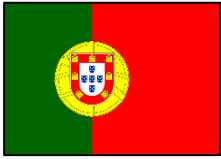


AVMSD TRANSPOSITION HIGHLIGHTS - PORTUGAL



Portugal has transposed the AVMSD 2018/1808 with the Law (Law No. 74/2020) Directive (EU) 2018/1808 that entered into force 90 days after its publication on 19 November 2020:

<https://dre.pt/web/guest/pesquisa/-/search/148963298/details/maximized>



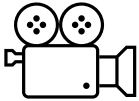
Protection of minors (Article 6a of the AVMSD)

- *The notion of harm also includes impairment to the free development of the personality of children and young people or their right to respect for their personal and family life.*
- *No harmful content can be broadcasted in such a way that persons under the age of 18 view it.*
- *24.00-06.00: permanent appropriate visual identifier displayed throughout programme*
- *VOD services: permanent display of an appropriate visual identifier and parental control mechanisms*



Accessibility (Article 7 of the AVMSD)

- *Accessibility measures include the use of subtitling, Portuguese sign language interpretation, audio description and the provision of easily understandable navigation menus.*
- *New competence to media NRA to receive complaints on accessibility matters*



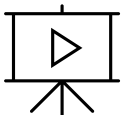
European works (Articles 13, 16, 17 of the AVMSD)

- *30% quota obligation for European works in VOD catalogues, including 15% of independent European works*
- *General prominence obligation*
- *Financial contribution obligation for VOD services providers: annual fee equal of 1% of their relevant income*
- *Investment obligation for broadcasters and VOD service providers (including non-domestic targeted services): a portion of their investment expenditure for those > EUR 200,000 annual revenue or <1% share in the relevant market segment*
- *Public service broadcasters: investment obligation is 10% of the annual revenue*
- *Majority proportion of transmission time obligation for both commercial and public service broadcasters*
- *10% transmission time of broadcasters operating TV programme services nationwide for independent works; 5% transmission time of broadcasters of the news, sporting events, competitions, advertising, teleshopping and teletext TV programme services for independent works*
- *Independent European works must be recent (<5 years) and originally in Portuguese*



Advertising (Article 23 of the AVMSD)

- *TV advertising spots and teleshopping spots: 06.00-18.00 and 18.00-24.00: max. 10% of that period for limited-access TV programme services ~ max. 20% of that period for free or payment-based unlimited-access TV programme services*



Video-sharing platforms (Article 28b of the AVMSD)

- *The notion of harm also includes 'emotional' impairment to the development of minors*
- *Advertisement of caloric, sugar, saturated and processed fat meals and beverages is prohibited on internet where the content targets children under the age of 16*
- *No lawyer representation is required to exercise rights and costs of using alternative dispute settlement mechanisms for users shall be borne in full by VSPs ~ unless bad faith of counterparty*



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!](#)