

AVMSD TRANSPOSITION HIGHLIGHTS - SWEDEN



Sweden has transposed the AVMSD 2018/1808 with the Modernised Radio and Television Act that entered into force on 01 December 2020: https://www.riksdagen.se/sv/dokument-lagar/arende/betankande/en-moderniserad-radio--och-tv-lag_H801KU3



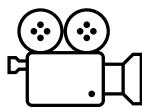
Protection of minors (Article 6a of the AVMSD)

- The notion of harm also includes realistic and detailed depictions of violence or pornographic images
- Ex-post monitor of the programmes by the Chancellor of Justice and the Swedish Broadcasting Commission to check whether they contain depictions of violence or pornographic images
- Warning of the presence of harmful content to be displayed
- No harmful content can be broadcasted in such a way that persons under the age of 18 view it.



Accessibility (Article 7 of the AVMSD)

- Accessibility measures include sign language, subtitles, spoken subtitles or similar technology
- New competence to media NRA to lay down provisions on reporting that includes action plan



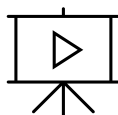
European works (Articles 13, 16, 17 of the AVMSD)

- 30% quota obligation for European works in VOD catalogues
- General prominence obligation
- No financial contribution obligations imposed on VOD service providers
- 50% yearly transmission time obligation for both commercial and public service broadcasters
- 10% transmission time for independent works or 10% minimum programming budget ~ as much as possible 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
- Teleshopping programming services (> 15 minutes transmission time) may be broadcast on TV



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

- The NRA should contribute to the development of co-regulations on appropriate measures to be adopted by VSPs, in consultation with the Swedish Consumer Agency and the State Media Council
- New competency to media NRA to monitor measures of the VSPs



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!](#)