

Evaluating the AVMSD: main questions regarding ACC

Raffaele Di Giovanni Bezzi
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Evaluation and review of the AVMSD

Article 33 AVMSD:

- *By 19 December 2026 at the latest, the Commission shall submit to the European Parliament and the Council an ex-post evaluation, accompanied where appropriate by proposals for its review, of the impact of this Directive and its added value.*

Study on the evaluation and review of the AVMSD ongoing

Commission's 2026 Work Programme

- Update rules for fair competition in media and review rules applicable to audiovisual media markets
- Update of rules on audiovisual media services -> Q3 2026

Better regulation criteria for the evaluation

- **Effectiveness** -> has the Directive delivered on its objectives?
- **Efficiency** -> is there scope for cost reduction / simplification?
- **Relevance** -> are the provisions still justified and up to date?
- **Coherence** -> are the rules internally and externally coherent?
- **EU Added Value** -> is action at EU level justified?





Zoom-in: effectiveness

- Have the rules on ACC achieved their objectives to effectively protect viewers against harmful advertising
 - Are there emerging threats that are not effectively covered by the existing rules?
 - Are all relevant actors adequately covered, especially online players such as content creators?
- Have the rules effectively protected users against excessive advertising across all services?

Zoom-in: efficiency

- Are the benefits of the ACC rules proportionate to the costs incurred?
- is there scope for simplification and cost savings?
- Are the additional costs faced by linear services due to additional rules still justified and proportionate?



Zoom-in: Relevance

- Are the current rules still justified and up-to-date?
- Are the rules sufficiently clear?
 - Advertising should be kept quite distinct from other parts (Article 19.1)
 - Isolated spot should remain the exception (Article 19.2)
 - Protection of integrity of programmes taking into account natural breaks (Article 20)
 - Teleshopping windows (Article 24)

Zoom-in: Coherence

- Is asymmetric regulation on ACC still justified in today online-driven media environment?
 - Some ACC provisions only apply to media service providers (Article 10, 11)
 - Certain ACC qualitative rules only apply to TV broadcasting (Article 19-25)
 - Quantitative limits apply only to TV broadcasting (Article 20, 23, 24)
- Are the current rules consistent with other EU instruments?



Zoom-in: EU Added Value

- Is action at EU level justified and does it bring more value than national action alone?
- In particular, has harmonization in the field of ACC been successfully achieved?



Next steps?

