



4.11. FI – Finland⁸⁷

4.11.1. Key findings

In Finland, Article 28b (1) of the Audiovisual Media Services Directive (AVMSD) is transposed by the Act on Audiovisual Programmes (710/2011). Under it, VSP providers are obliged to take appropriate measures to protect children from detrimental audiovisual programmes. The measures must be proportionate to the nature of the audiovisual programmes in question and the potential detriment caused by the programmes, taking into account the size of the VSP and the nature of the service provided. The measures must not lead to *ex-ante* control measures or upload-filtering of content.

4.11.2. National transposition of Article 28b (1) AVMSD

Title and type of legislation	Key excerpts of legal measures	Link
<i>Kuvaohjelmalaki</i> (710/2011), Act on Audiovisual Programmes (sections 7a and 15)	Section 7a (30.12.2020/1209) Protecting children from detrimental audiovisual programmes on video-sharing platform services. The video-sharing platform provider shall take appropriate measures to protect children against images that may be detrimental to a child's development. The measures shall be proportionate to the nature and potential harm of the video-sharing programmes concerned, taking into account the size of the video-sharing platform service and the nature of the service provided. The measures shall not result in the advance inspection of the content or filtering when uploading content. Section 15	Legislation

⁸⁷ The summary on Finland incorporates feedback received from Erika Lauri, senior officer at the National Audiovisual Institute, during the checking round with the national regulatory authorities.



Title and type of legislation	Key excerpts of legal measures	Link
	<p>Audiovisual programmes detrimental to the development of children.</p> <p>An audiovisual programme is considered detrimental to the development of children if the programme, by virtue of its violent or sexual content or its properties causing anxiety or any other comparable features, is likely to detrimentally affect children's development. When assessing the detrimental nature of an audiovisual programme, the context and manner in which the programme's events are described must be taken into consideration.</p> <p>...</p>	

4.11.3. Types of measures put in place by VSPs

All of the larger VSPs featured in this report, and this includes many which are not under the jurisdiction of Finland but which can be accessed within the territory, have imposed a minimum age requirement of 13, with the exception of Vimeo (16 or above the minimum age required by law), BitChute (18) and Onlyfans (18). Age verification systems mostly require users to indicate their date of birth, without additional verifications, but other solutions include age verification by credit card, by the uploading of photo ID, or the use of age estimation technology. Various types of parental control measures responding to the specificities of each VSP can be found (blocking and filtering, recording of activities, limiting time of use, viewing history). X (formerly Twitter) and Vimeo have no such measures, despite being accessible to minors. Neither do BitChute and OnlyFans, as they require users to be over 18. All of the larger VSPs featured in this report make use of flagging and reporting mechanisms as well as other content moderation tools. These are detailed in the tables in sections 3.2 and 3.3.

4.11.4. VSPs under the jurisdiction of the national regulatory media authority

N/A



4.11.5. Measures specific to adult VSPs in general

At the time of the national expert's verification, most adult VSPs accessible in Finland only require self-declaration of age.

4.11.6. Additional rules referring especially to influencers

There are no special regulations and normal consumer protections apply also to influencers. However, the Consumer Ombudsman has recently emphasised the need for greater recognisability of advertising, with a clear note at the start of the video, especially in adverts aimed at minors.