



## 4.18. LT – Lithuania<sup>112</sup>

### 4.18.1. Key findings

Lithuania has transposed Article 28b (1) of the Audiovisual Media Services Directive (AVMSD) with the Law on the Provision of Information to the Public of the Republic of Lithuania (consolidated 12 May 2022). As per Article 40 4(1), the provisions of the AVMSD are directly incorporated into Lithuanian legislation. Following the transposition of the AVMSD into Lithuanian law, the national media regulatory authority, the Radio and TV Commission (RTCL), formulated guidelines for VSPs with regard to the protection of minors. These guidelines indicate that service providers are subject to the protective measures stated in the Law on the Provision of Information to the Public and the Law on the Protection of Minors from the Negative Effects of Public Information.

RTCL has obliged VSPs to select and apply codes of conduct based on the Decision on the Approval of the Procedure for Determining the Effectiveness of Codes of Conduct (the Decision). VSP providers are obligated to share their codes of conduct with the Commission, as directed by the Decision. The Decision also elaborates the procedure for determining the effectiveness of codes of conduct (ethics). If the Commission determines that a code of ethics is ineffective, it will notify the provider, highlighting specific shortcomings and setting a deadline for correction. If the provider fails to address these issues within the given timeframe, the Commission will set mandatory requirements to ensure compliance.

The Commission is tasked with ensuring that audiovisual service providers comply with established rules and requirements. Violations may result in fines or reprimands. In 2022, the Commission identified four breaches of the Law on the Protection of Minors against the Detrimental Effect of Public Information.

Another regulatory entity, the Communications Regulatory Authority, which is responsible for electronic communications services, facilitates a hotline for reporting content that is injurious to minors and disseminates a list of filtering software and guidelines for promoting safe online media consumption.

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<sup>112</sup> The summary on Lithuania incorporates feedback received from Nerijus Maliukevičius, market research analyst at the Radio and Television Commission of Lithuania (RTCL), during the checking round with the national regulatory authorities.



#### 4.18.2. National transposition of Article 28b (1) AVMSD

Title and type of legislation	Key excerpts of legal measures	Link
The Law on the Provision of Information to the Public	<p>Article 40-4(1)</p> <p>1. Video-sharing platform providers shall be required:</p> <p>1) to take the measures laid down in paragraph 2 of this Article and in the Law on the Protection of Minors against the Detrimental Effect of Public Information to protect minors from programmes, user-generated videos and audiovisual commercial communications which disseminate information detrimental to minors;</p> <p>2) to take the measures laid down in paragraph 2 of this Article to protect society from programmes, user-generated videos and audiovisual commercial communications which disseminate the information referred to in Article 19(1), subparagraphs 1 to 4, of this law;</p> <p>3) to comply with the requirements of Article 39 of this law with regard to audiovisual commercial communications commissioned by video-sharing platform providers themselves or disseminated at their initiative, and to take appropriate measures as regards compliance with the requirements of this article in respect of audiovisual commercial communications which are not marketed, sold or arranged by video-sharing platform providers; ...</p>	<a href="#">Legislation</a>

#### 4.18.3. 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 Lithuania 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). One must be 14 years of age or older in Lithuania to have control over a personal Google Account, which is necessary to sign up on YouTube.

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.



#### 4.18.4. VSPs under the jurisdiction of the national regulatory media authority

N/A

#### 4.18.5. Measures specific to adult VSPs in general

The Law on the Protection of Minors against the Detrimental Effect of Public Information obliges VSP providers to index their content depending on children's ages:

- Content must be marked with the index "S" when information has a negative impact on minors and therefore it can only be disseminated between 11 p.m. and 6 a.m.;
- Content must be marked with the index "N-14" when information has a negative impact on minors under 14 years of age and it can only be disseminated from 9 p.m. to 6 a.m.;
- Content must be marked with the index "N-7" when the information has a negative impact on minors under seven years of age.

In general, the most common age verification measure applied by adult VSPs accessible in Lithuania is self-declaration of age.

#### 4.18.6. Additional rules referring especially to influencers

RTCL published guidelines regarding qualifying and requirements applicable to audiovisual media service providers, who provide the services using a video-sharing platform. The guidelines define the conditions under which influencers may be considered as on-demand audiovisual media service providers. It is mandatory for those audiovisual media service providers to submit written notification to the Commission detailing the services they provide and to fulfil specific legal criteria. Currently, about 14 influencers have provided notification to the RTCL and are registered as audiovisual media service providers.

The Communication Regulation Authority released the guidelines for industry on child online protection in 2022, a framework developed by the International Telecommunication Union and UNICEF for industries engaged in developing, providing, or utilising information and communication technologies in their products and services.