



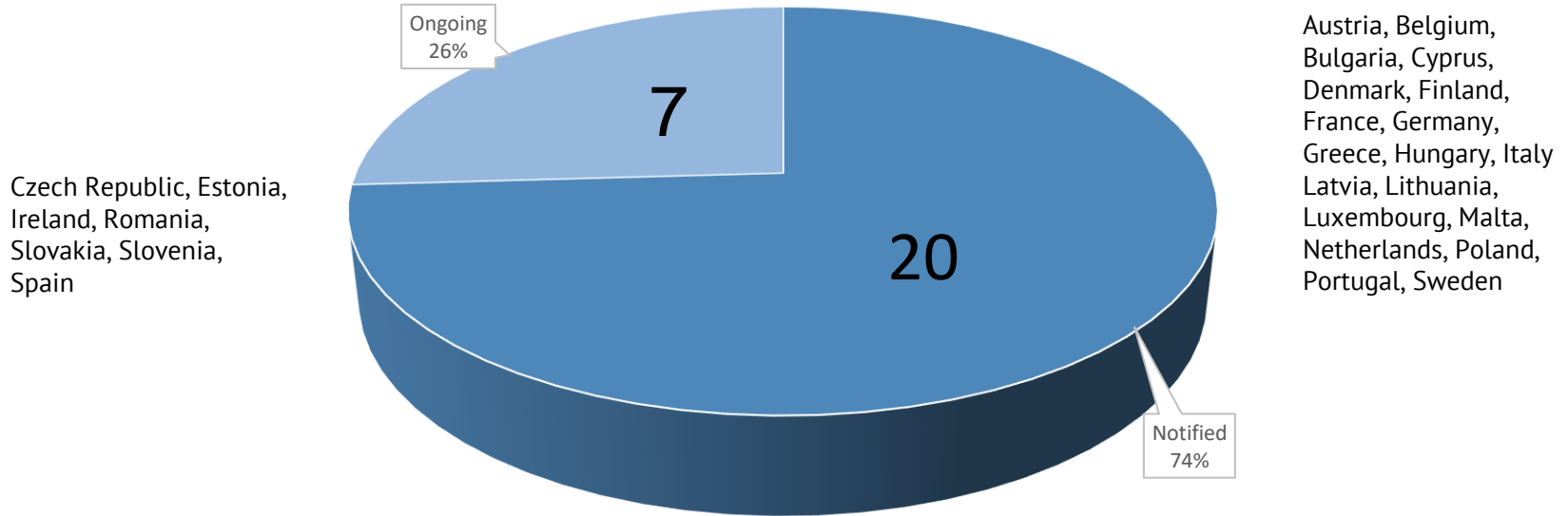
# The promotion of European works under the AVMS Directive

UNESCO Chair, Online Seminar, 27 January 2022

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European Audiovisual Observatory



# State of play of the implementation of the directive



# Promotion of European works – Linear services (Art. 16-17)

Obligations on broadcasters remain unchanged from the 2010 Directive.



**of transmission time  
to European works**



**of transmission time or  
programming budget to  
independent European works**

# Promotion of European works – Video-on-Demand (Art. 13)



Minimum  
share in  
catalogues

+

Prominence



Financial contribution:

- Production
- Direct investments
- National funds






Including targeting services

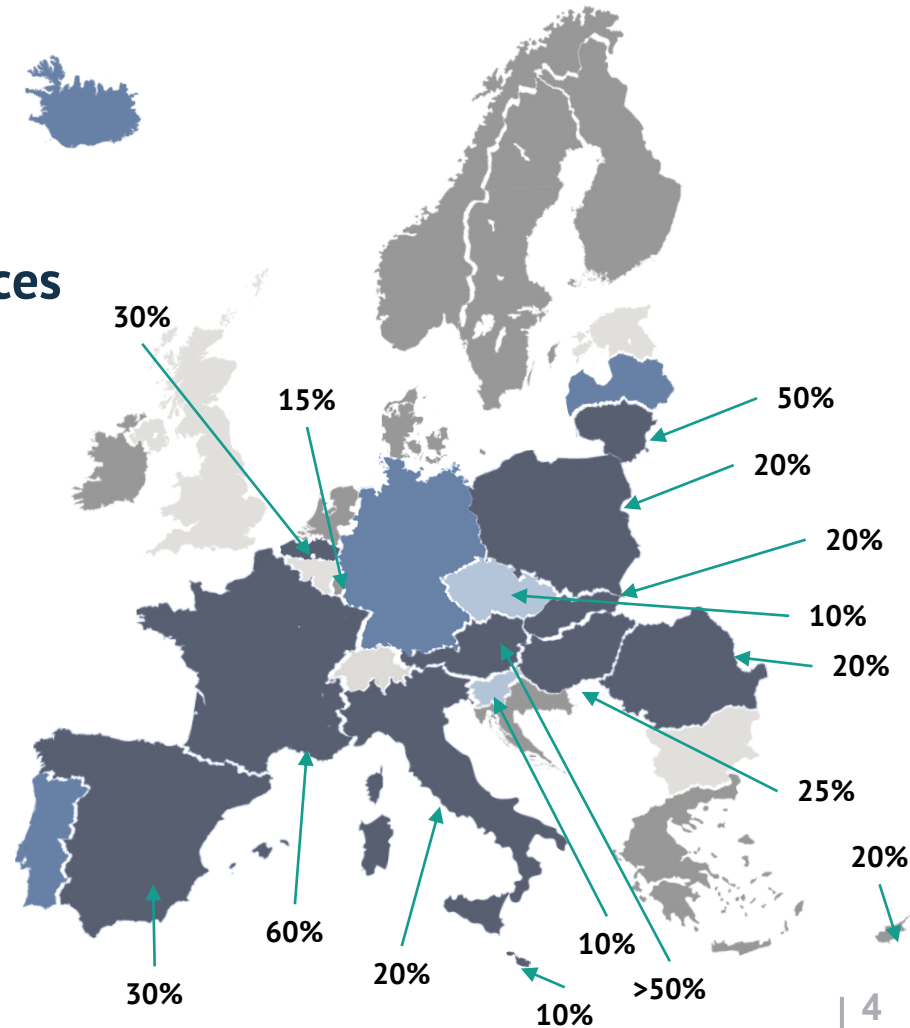
## Under the previous Directive of 2010

- Financial contribution to production/rights acquisition in European works
- Share of European works in VOD catalogues
- Prominence obligation

# Implementation of Art. 13 AVMSD 2010

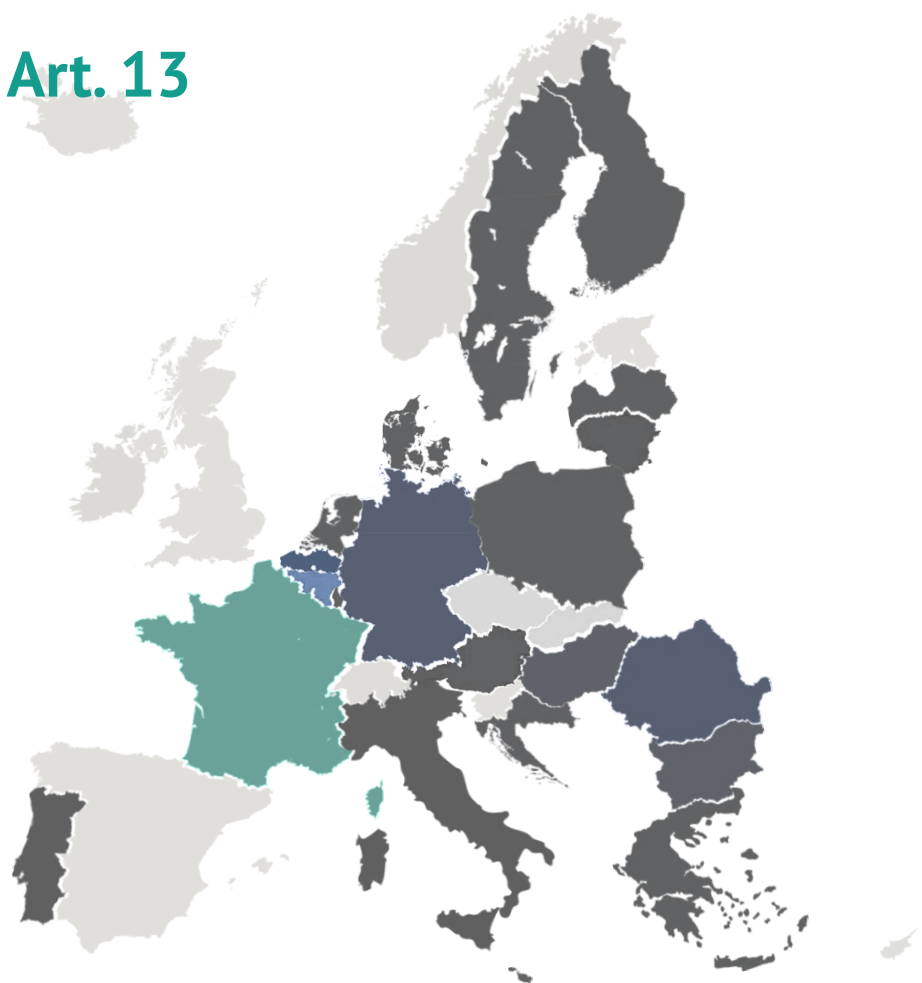
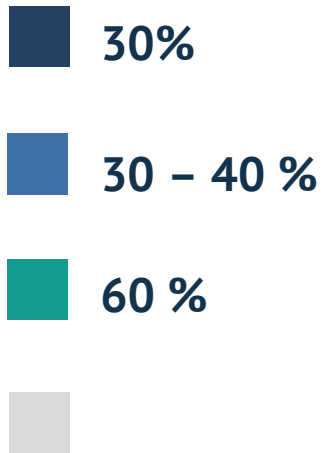
## Quota obligation on VOD services

-  Mandatory with a specified quota
-  Mand. without a specified quota
-  Optional (or investment)
-  General obligation
-  No obligation



# State of implementation of Art. 13 AVMSD 2018

## Quota obligation on VOD services



# Implementation of Art. 13 AVMSD 2010

## Financial investment in European works by private VOD services

*Direct contribution to production or  
acquisition of rights*




-  **Mandatory Investment**
-  **Optional (or quota)**
-  **Optional (or levy)**
-  **General obligation**
-  **No obligation**



# Implementation of Art. 13 AVMSD 2010

## Levies on VOD services

*Indirect contribution to production  
or acquisition of rights*

-  **Mandatory (both public and private)**
-  **Optional (or investment for private)**
-  **No obligation**



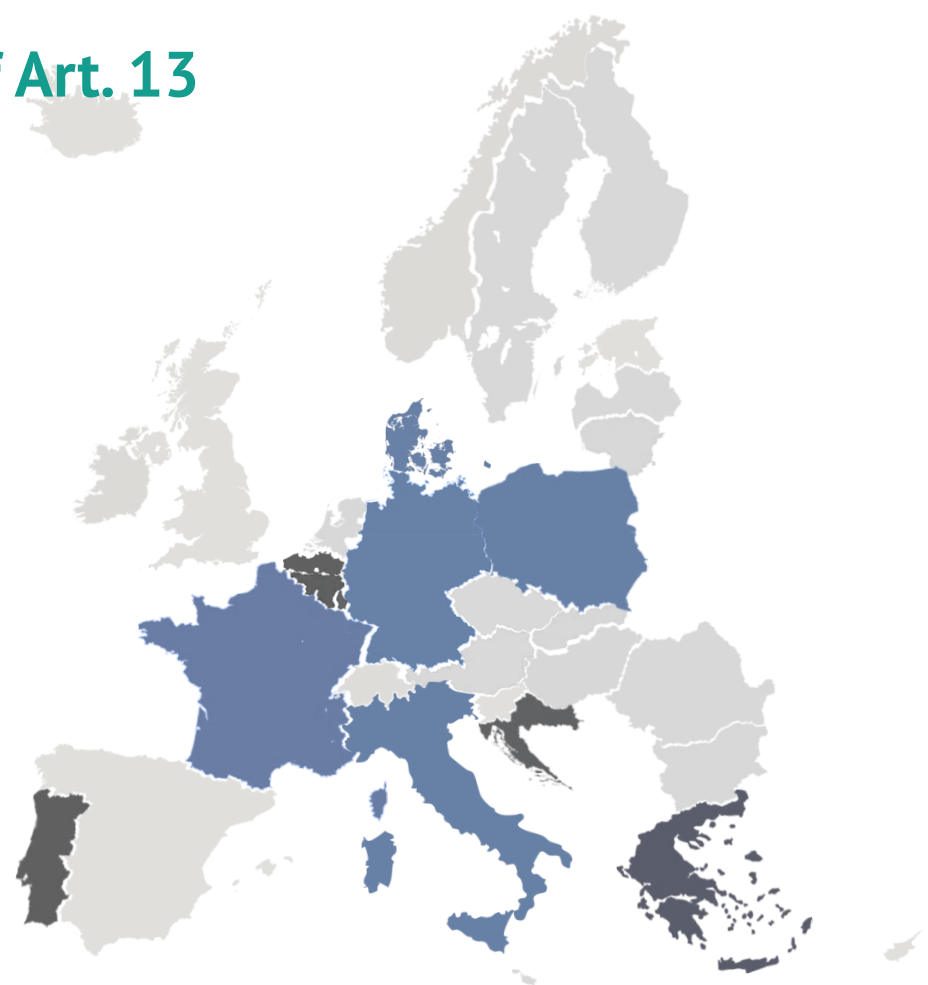


# State of implementation of Art. 13 AVMSD 2018

## Financial investment obligation on VOD services




*Including non-domestic targeted  
services*

-  **Mandatory**
-  **Pre-existing obligation (prior to  
AVMSD 2018)**
-  **No specific obligation**



# Implementation of Art. 13 AVMSD 2010

## Prominence obligation on VOD services

-  Specific obligation
-  General obligation
-  No obligation



# Next steps

- Reporting **2 years after the implementation and then every 3 years**
- Evaluation **19 December 2026**

# *Thank you for your attention!*

More information at:  
<https://www.obs.coe.int>

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30  
Years

