

# THE AUDIOVISUAL MEDIA SERVICES DIRECTIVE: LANDMARK LEGISLATION

The Audiovisual Media Services Directive (the successor of the Television Without Frontiers' Directive of 1989) was last amended in 2018 to adapt to the changes in the audiovisual sector. It provided new **obligations to promote European works for on-demand services**, in addition to the existing obligations of broadcasters. Art 13 on one hand requested Member States to ensure that on-demand media service providers under their jurisdiction secure at least a 30% share of European works in their catalogues and ensure prominence of those works and on the other hand that Member States may require media service providers under their jurisdiction to contribute financially to the production of European works.

Due to Covid, the implementation of the 2018 revised AVMS Directive was only completed at the end of December 2022. Each country reviewed its regulatory framework to tackle challenges raised by the accelerated consumption of audiovisual works online and the exponential rise of global streaming companies in the European market: the tools provided by the AVMS Directive played a crucial role in many Member States to design and update their policies according to their cultural ambitions and the specificities of their audiovisual ecosystems.

However, these policies are often challenged by global media players, as well as the relevance of such a sectoral directive at a time of convergence of the digital single market. It is therefore crucial to understand the **pivotal role played by the AVMS Directive in encouraging Member States to set out cultural policies to promote European audiovisual creation.**



Society of  
Audiovisual  
Authors

## Did you know?

- A majority of EU countries requires the media service providers under their jurisdiction or targeting their territory to contribute financially to the production of European works, via direct investment in the production and acquisition of rights in European works, a levy to a fund or a combination of these measures.
- By 19 December 2026, the Commission should submit to the European Parliament and the Council an evaluation of the directive (Art 33). Alongside the impact of the Directive and its added value, the evaluation should include, where appropriate, proposals for its review.
- The MEDIA strand of the Creative Europe programme is financially supporting the European film and audiovisual sector. This is the second pillar of the European audiovisual policy.

## How you can help

- Highlight the key role played by the AVMS Directive in supporting film, TV creation and local audiovisual ecosystems.
- Defend the quotas and financial obligations that guarantee the visibility and funding of European film and audiovisual creation.
- Prepare the revision of the AVMS Directive bearing its cultural diversity objective in mind, as well as the interest of European screenwriters and directors.

## Find out more

- [AVMSDigest](#) of the European Audiovisual Observatory on the promotion of European works (2023).
- [European audiovisual sector's assessment](#) of the European Parliament's report on the AVMS Directive (2023).