



Audiovisual Services Media Directive: the EFADs welcome the newly approved and signed text

Press release 22 November 2018

The European Film Agency Directors (EFADs) welcome the newly approved revised Audiovisual Media Services Directive (AVMSD), that will be a key instrument for stimulating the production and promotion of European audiovisual works.

The EFADs which have been actively involved in the file welcome in particular:

- the obligation that all video on-demand (VoD) services established in Europe offer a minimum of 30% of European works in their catalogues
- the obligation that these services efficiently promote these works on their platforms to ensure their prominence.
- the application of the country of destination principle to financial contributions under a minor derogation to the Country of Origin principle. This will allow Member States to require that media service providers (both linear and non-linear) targeting their markets comply with the financial contribution obligations (levies and or investment obligations) applicable in their territory.

For the European film industry, the inclusion of a 30% share of European content on TV channels and VOD platforms, as well as the requirement of financial contributions from them, is a great achievement. Peter Dinges, President of the EFADs, comments: "I consider the AVMSD as a positive signal towards the industry. By extending certain obligations such as quotas, promotion and financial contribution to the local industry, we go one step further towards the integration of online players to our audiovisual landscape and a level playing field between different actors". Enhanced protection for children from harmful content is also key for European audiences.

The European Film Agency Directors look forward to working constructively with Member States and regulators in the successful implementation of these new rules. They will also continue to promote an ambitious Europe Creative MEDIA Programme and the preservation of territorial exclusivity, so that Europe can continue to drive the creation and circulation of works promoting the diversity of European identities to the benefit of audiences.

ABOUT THE EFADS

The EFADs brings together the Directors of European Film Agencies in 31 countries in Europe (EU, Iceland, Norway and Switzerland). We represent government or government associated public bodies, in charge of national funding for the audiovisual sector and with the responsibility to advise or regulate on all aspects of audiovisual policies. In total, the EFADs members and their governments fund around three billion Euros every year through subsidies and tax reliefs with a view to fostering the creation, production, promotion, distribution, and exhibition of European audiovisual and cinematographic works.