



Launch of the AVMSDatabase

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42nd EPRA Meeting - Nuremberg, 28-30 October 2015

OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL
EUROPEAN AUDIOVISUAL OBSERVATORY
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSTELLE



Outlook

- 1. The origins of the AVMSDatabase**
- 2. The various search options**
- 3. How to export the results**

Outlook

1. The origins of the AVMSDatabase

2. The various search options

3. How to export the results

The origins of the AVMSDatabase

- Free online legal database allowing searches about national transposition and implementation of the AVMS Directive in the 28 EU Member States
- Builds on:
 - Cooperation with University of Luxembourg to exploit the potentials of their translations of national legislation
 - Revamp of MERLIN software for integrated searches to produce overview excel tables and word reports
- Information and translations checked with national correspondents
- All translations are unofficial texts provided for by the European Audiovisual Observatory in cooperation with the University of Luxembourg. They only serve the purpose of being an information source. Disclaimer.

The UniLux AVMS Directive project

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National Execution Measures

This list displays the 28 Member States of the European Union and allows you to click on a country in order to find its relevant implementing measures; the same information being accessible via the table below. The national execution measures are presented in the form they were notified by the respective Member State to the European Commission ([See here](#)). In order to allow easy access for international users, the **English translations** of the legal acts as commissioned in the framework of the AVMS project at uni.lu are available in a unified format. In some instances, only those sections were translated that are relevant for the research project. Nevertheless, **the original national act is uploaded in its entirety** so that native speakers are able to consider the measure in its legal context. The collection of national acts was retrieved from **publicly available databases** primarily from the national governments' official gazettes. Certain translations stem from the Member States themselves or from national regulatory authorities, to which a link is provided for.

As an additional service, you may see which national legal act implements what part of the AVMS Directive. This has been done in the form of **synopses** which give a transparent and clear account of the differences and provision of the AVMS Directive. Please take note of the **title page** preceding the research project.

We are thankful for **comments and corrections**. You may find our contact details [here](#).

- Austria
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania

http://www.en.uni.lu/research/fdef/media_law/audiovisual_media_services_directive/national_execution_measures

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Austria

National Execution Measure in original language	Translation of National Execution Measure	Synopsis with AVMS Directive
Bundesgesetz, mit dem das Bundes-Verfassungsgesetz, das KommAustria-Gesetz, das Telekommunikationsgesetz 2003, das Verwertungsgesellschaftengesetz 2006, das ORF-Gesetz, das Privatfernsehgesetz, das Privatradiogesetz und das Fernseh-Einkaufsgesetz geändert werden	Austria_translation_1 For a consolidated English version of the Federal Act on Audiovisual Media Services (previously the Private Television Act) provided by the Austrian Federal Chancellery, see here	Synopsis_Austria_1
Austria_original_1		
Bundesgesetz, mit dem das Privatfernsehgesetz und das Privatradiogesetz geändert werden	Austria_translation_2	Synopsis_Austria_2
Austria_original_2		
Auszug aus dem Mediengesetz: Das Recht auf Gegendarstellung (§ 9)	Austria_translation_3	Synopsis_Austria_3
Austria_original_3		

From: <http://www.ris.bka.gv.at/>
For a list of English translations of the Federal Act on the Austrian Broadcasting Corporation (ORF Act/ORF-G), the Private Radio Broadcasting Act or the Federal Act on the establishment of an Austrian Communications Authority ("KommAustria") published by the Austrian Federal Chancellery see [here](#)

The UniLux AVMS Directive project

Synopsis_Austria_1.pdf - Adobe Reader

File Edit View Window Help

3 / 63 100%

Fill & Sign Comment

4. After § 1 the following § 1a including heading is inserted:

"Definition of Terms"

§ 1a. In terms of this Act, the following refer:

1. "Audiovisual media service"	Art. 1(a) AVMSD audiovisual media
--------------------------------	--

Project AVMS-Directive
Member State: Austria

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University of Luxembourg

- 2 -

	service:
is an offered service under the editorial responsibility of the Austrian Broadcasting Corporation or one of its subsidiaries by way of services offered over communication networks (§3 line 11 Telecom Law - TKG2003, BGBl. I no.70), with its main purpose existing in the provision of programmes to inform, entertain or educate the general public;	(i) a service as defined by Articles 56 and 57 of the Treaty on the Functioning of the European Union which is under the editorial responsibility of a media service provider and the principal purpose of which is the provision of programmes, in order to inform, entertain or educate, to the general public by electronic communications networks within the meaning of point (a) of Article 2 of Directive 2002/21/EC. Such an audiovisual media service is either a television broadcast as defined in point (e) of this paragraph or an on-demand audiovisual media service as defined in point (g) of this paragraph; (ii) audiovisual commercial communication;

2. "Television programme"	Art. 1(e) AVMSD television broadcasting:
is an audiovisual media service, which is made available for the simultaneous viewing of programmes based on a chronological transmission schedule;	an audiovisual media service provided by a media service provider for simultaneous viewing of programmes on the basis of a programme schedule;

3. **"Radio programme"** is a service offered under the editorial responsibility of the Austrian Broadcasting Corporation, which is made available for the simultaneous reception of radio programmes based on a chronological transmission schedule;

The Observatory's MERLIN Database

<http://merlin.obs.coe.int/cgi-bin/search.php>

The screenshot shows the IRIS Merlin database search interface. The browser address bar displays `merlin.obs.coe.int/cgi-bin/search.php`. The page header includes the IRIS Merlin logo and navigation links: [Homepage](#), [IRIS index](#), [Help](#), [Information Sources](#), [IRIS Newsletter](#), [Databases](#), [Advanced Search](#), and [Comments](#). A language selector shows [english](#) (selected), [français](#), and [deutsch](#). A description on the right states: "Database on legal information relevant to the audiovisual sector in Europe".

The main search area is titled "full text search" and includes a "search for" text input field. Below this is a "Date" section with "from:" and "to:" dropdowns for Month and Year, accompanied by "Search" and "Reset" buttons. To the left is a "Topics" list with categories such as Advertising, Broadcasting (all), Competition (all), Consumer Protection, Copyright/Related rights, Criminal Law, Diversity, pluralism, E-commerce, Employment Law, Encryption, Film, Freedom of Expression/Information, Art.10 ECHR, Jurisdiction, Media Concentration, New Media/Technology, Patents/Trade marks, Press Law, Protection of Minors, Regulatory Agencies/Bodies, Respect of Privacy/Data Protection, Self-regulation, Code of Practice/Conduct, Tax Law, and Telecommunication (all). The "Countries" section on the right lists countries (AD to AZ) and checkboxes for European Union, Council of Europe, East & Central Europe, and "all". Below this is an "Organisations" section with a list of organizations (ACHPR, ACT, AEPOC, AIDAA, Article 19, CoE - Council of Europe (all)) and an "all" checkbox. The "References" section includes checkboxes for AND/OR and radio buttons for AND/OR. At the bottom, a "Results: display" section has radio buttons for "short" (selected) and "long", along with "Search" and "Reset" buttons.

Outlook

1. The origins of the AVMSDatabase
- 2. The various search options**
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The AVMSDatabase

<http://avmsd.obs.coe.int>

The screenshot shows the AVMSDatabase search interface. The browser address bar displays <http://avmsd.obs.coe.int/cgi-bin/search.php>. The page header includes the AVMSDatabase logo and navigation links: Homepage | Databases | Advanced Search | Comments | Disclaimer.

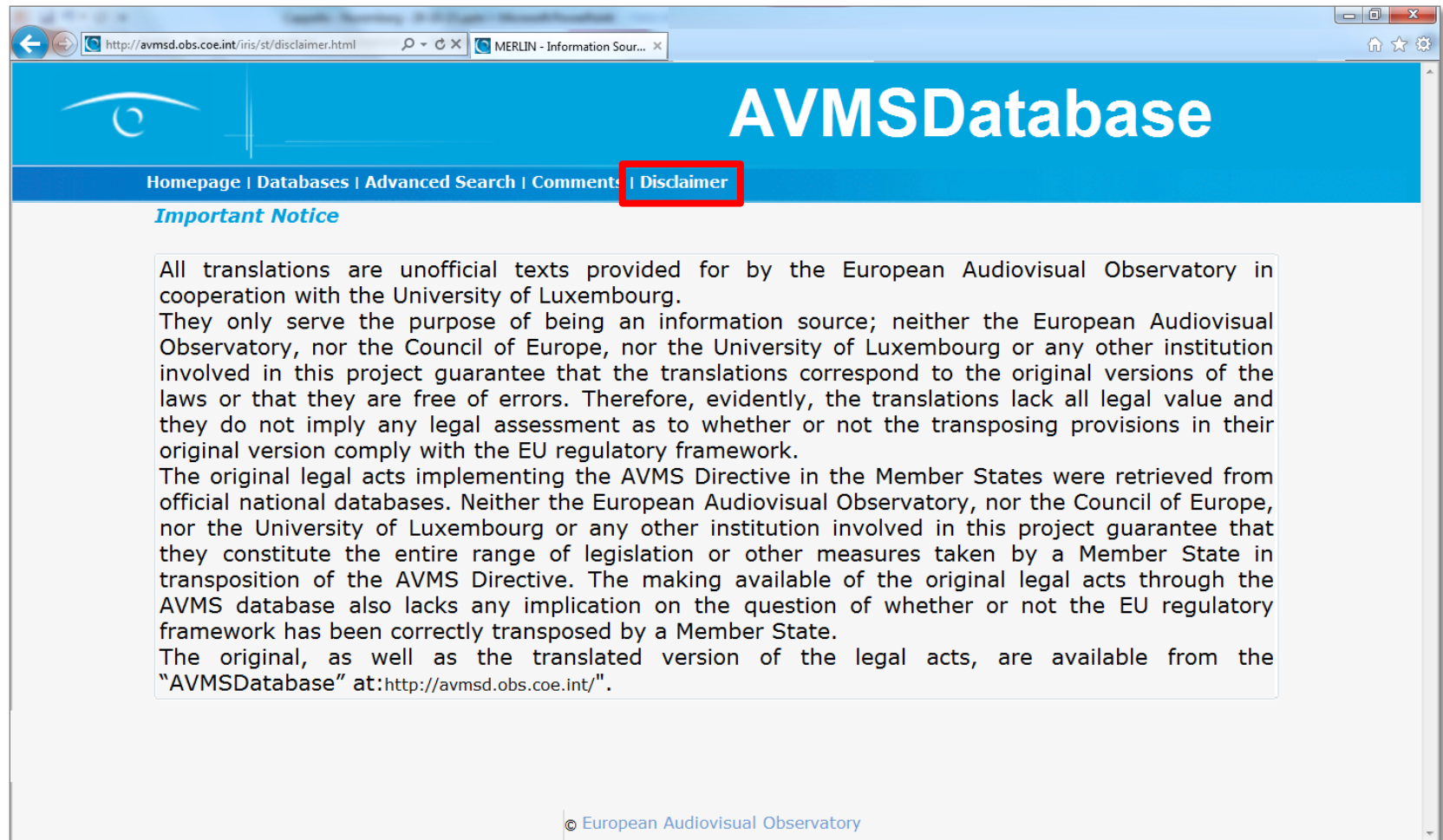
The search interface is divided into several sections:

- Full Text Search:** A search bar (1) and a Date selector (2) with dropdowns for 'from' (February 2010) and 'to' (October 2012).
- AVMSD Articles:** A list of articles (3) under two chapters: 01 - CHAPTER I - DEFINITIONS and 02 - CHAPTER II - GENERAL PROVISIONS.
- Countries:** A list of 28 EU Member States (4) with a search button and a Reset button.
- Type of Law:** A dropdown menu (5) with options: National Law, Decisions of regulatory authorities, Governmental decrees and regulations, and Legislative acts.
- Results display:** A section (6) with radio buttons for 'By Article', 'By country', and 'Matrix comparison'.

1. Full text search using one or more key words
2. Selecting a period of time
3. Selecting one or more articles of the AVMSD

4. Selecting one or more of the 28 EU Member States
5. Selecting one or more types of law
6. Selecting the display of the results

The disclaimer



The screenshot shows a web browser window with the address bar displaying <http://avmsd.obs.coe.int/iris/st/disclaimer.html>. The page title is "AVMSDatabase". The navigation menu includes "Homepage", "Databases", "Advanced Search", "Comments", and "Disclaimer", with the "Disclaimer" link highlighted by a red rectangle. Below the navigation menu, the section "Important Notice" is displayed. The text of the disclaimer states that all translations are unofficial and provided for informational purposes only, with no legal value. It also mentions that the original legal acts are available from the "AVMSDatabase" at <http://avmsd.obs.coe.int/>. The footer of the page indicates it is from the European Audiovisual Observatory.

AVMSDatabase

Homepage | Databases | Advanced Search | Comments | **Disclaimer**

Important Notice

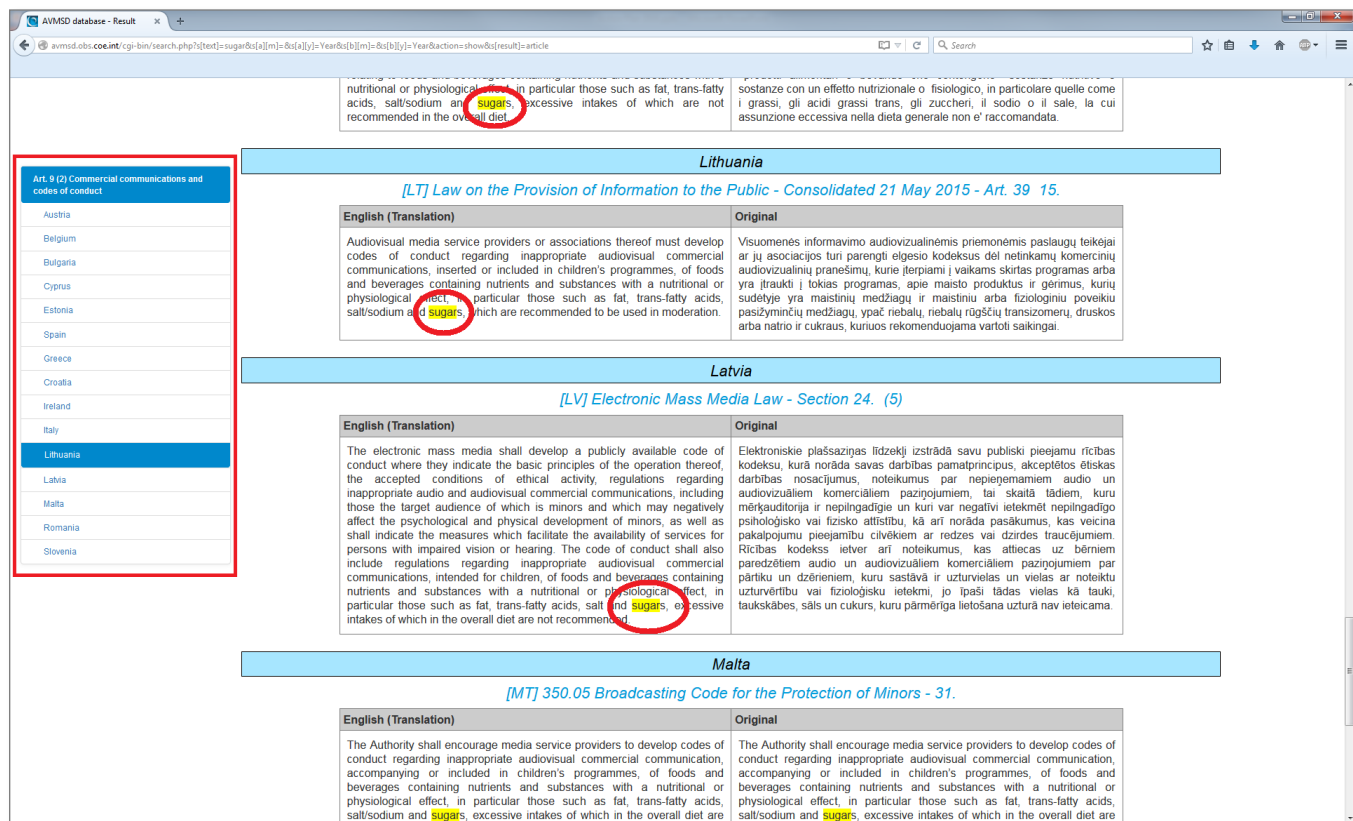
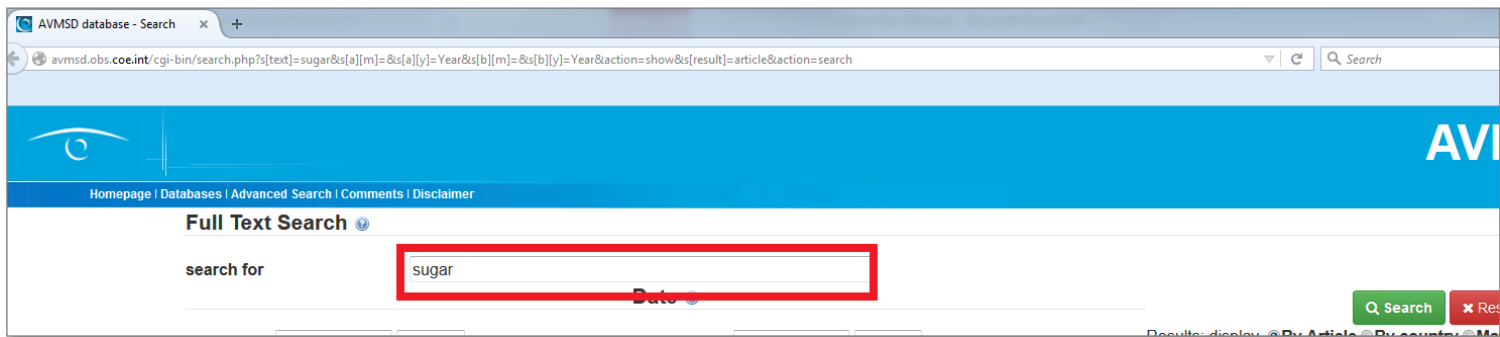
All translations are unofficial texts provided for by the European Audiovisual Observatory in cooperation with the University of Luxembourg. They only serve the purpose of being an information source; neither the European Audiovisual Observatory, nor the Council of Europe, nor the University of Luxembourg or any other institution involved in this project guarantee that the translations correspond to the original versions of the laws or that they are free of errors. Therefore, evidently, the translations lack all legal value and they do not imply any legal assessment as to whether or not the transposing provisions in their original version comply with the EU regulatory framework.

The original legal acts implementing the AVMS Directive in the Member States were retrieved from official national databases. Neither the European Audiovisual Observatory, nor the Council of Europe, nor the University of Luxembourg or any other institution involved in this project guarantee that they constitute the entire range of legislation or other measures taken by a Member State in transposition of the AVMS Directive. The making available of the original legal acts through the AVMS database also lacks any implication on the question of whether or not the EU regulatory framework has been correctly transposed by a Member State.

The original, as well as the translated version of the legal acts, are available from the "AVMSDatabase" at: <http://avmsd.obs.coe.int/>.

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Full text search using one keyword



Full text search using several keywords

AVMSD database - Search

avmsd.obs.coe.int/cgi-bin/search.php?s[text]=sugar&s[a][m]=8&s[a][y]=Year&s[b][m]=8&s[b][y]=Year&action=show&s[result]=article&action=search

Search

Homepage | Databases | Advanced Search | Comments | Disclaimer

Full Text Search

search for

Date

Search

AVMSD database - Result

avmsd.obs.coe.int/cgi-bin/search.php?s[text]=advertising+alcohol&s[a][m]=8&s[a][y]=Year&s[b][m]=8&s[b][y]=Year&action=show&s[result]=article

Search

Art. 9 (1) (d)

(d) all forms of audiovisual commercial communications for cigarettes and other tobacco products shall be prohibited;

Estonia

[EE] Advertising Act - consolidated 1 June 2015 - § 17. (1)

English (Translation)	Original
Advertising of tobacco products is prohibited. Tobacco products are deemed to be the same as within the meaning of the Alcohol, Tobacco, Fuel and Electricity Excise Duty Act.	Tubakatoote reklaam on keelatud. Tubakatoode käsitletakse alkoholi-, tubaka-, kutuse- ja elektriaktsiisi seaduse tähenduses.

Finland

[FI] Information Society Code - consolidated 18 September 2015 - 217 §

English (Translation)	Original
The provisions of the Act on the Measures to Decrease Smoking (1976/693) shall apply to the advertising and teleshopping spots for tobacco products. The provisions of the Alcohol Act (1994/1143) shall apply to the advertising and teleshopping spots for alcoholic beverages. The provisions on the marketing of medicines are laid down in the Medicines Act (395/1987).	Tupakkatuotteiden mainonnasta säädetään tupakkalaissa (693/1976). Alkoholijuomien mainonnasta ja myynninedistämisestä säädetään alkoholilaissa (1143/1994). Lääkkeiden markkinoinnista säädetään lääkelaisa (395/1987).
Tobacco Act 8 § (1) Advertising, whether direct or indirect, of tobacco products is prohibited. The sales promotion of tobacco products through the advertising of other commodities by exploiting the established symbol of a tobacco product or an altered but identifiable version thereof, or which otherwise creates an impression of tobacco products, is specifically considered to constitute indirect advertising of tobacco products. What is provided above concerning tobacco products shall also apply to tobacco, substitute tobacco, tobacco imitations and smoking accessories. What is provided above concerning advertising shall also apply to tobacco sponsoring and other sales promotion activity.	Tupakkalaaki 8 § (1) Tupakkatuotteen mainonta ja epäsuora mainonta on kielletty. Epasuorana mainontana pidetään erityisesti tupakkatuotteen myynnin edistämistä muun hyödykkeen mainonnan yhteydessä siten, että muun hyödykkeen tunnuksena käytetään sellaisen tai tunnistettavasti muunneltua tupakkatuotteelle vakintunutta tunnusta tai että muutoin välittyy mielikuva tietystä tupakkatuotteesta. Mitä edellä säädetään tupakkatuotteesta, koskee myös tupakkaa, tupakan vastiketta, tupakkajäljitelmaa ja tupakointivälinettä. Mitä edellä säädetään mainonnasta, koskee myös tupakkasponsorointia ja muuta myynninedistämistoimintaa.

Sweden

[SE] The Radio and Television Act - consolidated 17 June 2010 - Chapter 6. 2§. and Chapter 8. 13§.

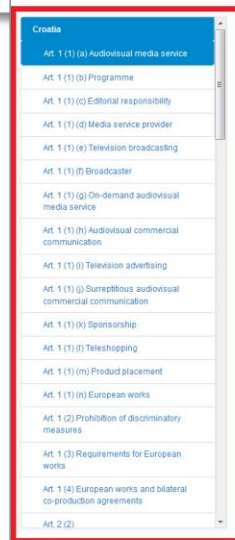
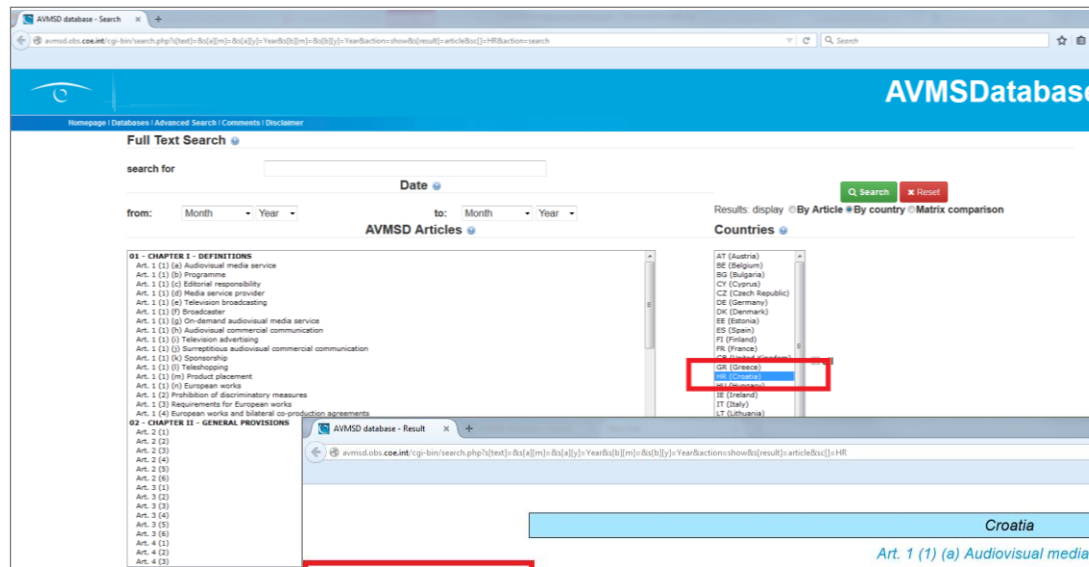
English (Translation)	Original
Chapter 6. 2§. Media service providers may broadcast films, TV series, sport programmes and light entertainment programmes with product placement, subject to the conditions set out in sections 3 and 4.	Kap. 6. 2§. Leverantörer av medietjänster får på de villkor som anges i 3 och 4 §§ sända filmer, tv-serier, sportprogram och program med lätt underhållning där det förekommer produktplacering.

Search by article of the AVMSD

The screenshot displays the AVMSDatabase website interface. At the top, there is a search bar and navigation links. The main content area is titled 'AVMSDatabase' and features a 'Full Text Search' section. Below this, there are filters for 'Date' and 'Country'. The search results are listed under 'AVMSD Articles', showing a list of countries and their corresponding legal acts. The results are displayed in a table with columns for 'English (Translation)' and 'Original' text. The table shows results for Denmark, Estonia, and Spain, each with a link to the relevant legal act.

English (Translation)	Original
Denmark [DKJ] Order on advertising and sponsorship - consolidated 21 Juin 2013 - § 24.	Denmark [DKJ] The Radio and Television Broadcasting Act - consolidated 6 May 2010 - § 79.
Estonia [EE] Media Service Act - Consolidated 22 May 2013 - § 30. (1)	Estonia [EE] Media Service Act - Consolidated 22 May 2013 - § 30. (1)
Spain [ESJ] General Law No 7/2010 of 31 March on Audiovisual Media - Article 2 29.	Spain [ESJ] General Law No 7/2010 of 31 March on Audiovisual Media - Article 2 29.

Search by country



Croatia

Art. 1 (1) (a) Audiovisual media service

(a) 'audiovisual media service' means:

(i) a service as defined by Articles 56 and 57 of the Treaty on the Functioning of the European Union which is under the editorial responsibility of a media service provider and the principal purpose of which is the provision of programmes, in order to inform, entertain or educate, to the general public by electronic communications networks within the meaning of point (a) of Article 2 of Directive 2002/21/EC. Such an audiovisual media service is either a television broadcast as defined in point (e) of this paragraph or an on-demand audiovisual media service as defined in point (g) of this paragraph;

(ii) audiovisual commercial communication;

[HR] The Electronic Media Act - Consolidated 8 July 2011 - Art. 2 (1) 3.

English (Translation)	Original
Audiovisual media service: a service as defined by Articles 56 and 57 of the Stabilisation and Association Agreement between the Republic of Croatia and European Communities and their Member States, which is under the editorial responsibility of a media service provider and the principal purpose of which is the provision of programmes in order to inform, entertain or educate, to the general public by electronic communications networks within the meaning of the provisions of Electronic Communications Act. Such an audiovisual media service is either a television broadcast or an on-demand audiovisual media service and/or audiovisual commercial communication as defined in this Act.	audiovizualna medijska usluga: usluga definirana člankom 56. i 57. Sporazuma o stabilizaciji i pridruživanju između Republike Hrvatske i Europskih zajednica i njihovih država članica, za koju uređnik odgovornost ima pružatelj medijskih usluga te čija je osnovna namjena emitiranje programa za informiranje, zabavu ili obrazovanje opće javnosti putem elektroničkih komunikacijskih mreža u smislu odredaba Zakona o elektroničkim komunikacijama. Takva audiovizualna medijska usluga je televizijsko emitiranje ili audiovizualna medijska usluga na zahtjev ili audiovizualna komercijalna komunikacija, kako su definirani ovim Zakonom.

Art. 1 (1) (b) Programme

(b) 'programme' means a set of moving images with or without sound constituting an individual item within a schedule or a catalogue established by a media service provider and the form and content of which are comparable to the form and content of television broadcasting. Examples of programmes include feature-length films, sports events, situation comedies, documentaries, children's programmes and original drama.

[HR] The Electronic Media Act - Consolidated 8 July 2011 - Art. 2 (1) 4.

English (Translation)	Original
Audiovisual programme: set of moving images with or without sound constituting an individual item within a schedule or a catalogue of programmes established by a media service provider and whose form and content is comparable to the form and content of television broadcasting. Examples of programmes include feature-length films, sports events, situation comedies, documentaries, children's programmes and original drama.	audiovizualni program: niz pokretnih slika sa ili bez zvuka koji tvori pojedinačnu stavku u rasporedu ili katalogu koji je izradio pružatelj medijskih usluga i čiji je oblik i sadržaj usporediv s oblikom i sadržajem televizijskog emitiranja. Primjeri programa uključuju cjelovečernje igrane filmove, sportske događaje, situacijske komedije, dokumentarne filmove, dječje programe i izvorne drame.

Art. 1 (1) (c) Editorial responsibility

(c) 'editorial responsibility' means the exercise of effective control both over the selection of the programmes and over their organisation either in a chronological schedule, in the case of television broadcasts, or in a catalogue, in the case of on-demand audiovisual media services. Editorial responsibility does not necessarily imply any legal liability under national law for the content or the services provided.

[HR] The Electronic Media Act - Consolidated 8 July 2011 - Art. 2 (1) 7.

Combining different search options

Example: One or more AVMS Directive articles in one or more countries

The screenshot displays the AVMSD database search results for the query: `avmsd.obs.coe.int/cgi-bin/search.php?text=&[a][m]=&[a][y]=Year&[b][m]=&[b][y]=Year&action=show&[result]=article&[t]=315&[st]=316&[st]=317&[st]=318&[st]=320&[st]=321&[st]=322&[st]=323&[sc]=DE&[sc]=DE&[sc]=DE`. The results are organized into two main sections: Finland and Greece.

Finland

[F] Information Society Code - consolidated 18 September 2015 - 219 §

English (Translation)	Original
An undertaking whose principal activity is the manufacture or marketing of tobacco products may not sponsor programmes, audiovisual content services or radio broadcasting. If the sponsor of a programme is an undertaking whose activities include the manufacture or sale of medicinal products and medical treatment, the name or logo of the undertaking may be shown in connection with the programme, taking into consideration the provisions of section 218. However, a medicinal product or medical treatment available only on prescription in Finland may not be promoted in this context. News and current affairs programmes broadcast on television or in the radio may not be sponsored.	Pääasiassa tupakkatuotteita valmistava tai markkinoiva yritys ei saa sponsoroida ohjelmia, audiovisuaalisia sisältöpalveluja eikä radiotoimintaa. Jos ohjelman sponsorina on yritys, jonka toimintaan kuuluu lääketuotteiden tai lääkehoitojen valmistaminen tai myynti, ohjelman yhteydessä voidaan esittää yrityksen nimi tai tunnus ottaen huomioon, mitä 218 §:ssä säädetään. Tässä yhteydessä ei kuitenkaan saa tuoda esille sellaista lääketuotetta tai hoitomuotoa, joka on Suomessa saatavissa ainoastaan lääkärin määräyksestä. Uutis- tai ajankohtaisohjelmat eivät saa olla sponsoroituja.

Greece

[GR] Decree No. 109 - Article 11 4

Programmes may not be sponsored by undertakings whose principal activity is the manufacture or the sale of cigarettes and other tobacco products.

Sendungen dürfen nicht von Unternehmen gesponsert werden, deren Haupttätigkeit die Herstellung oder der Verkauf von Zigaretten und anderen Tabakerzeugnissen ist.

Art. 10 (3)

3. The sponsorship of audiovisual media services or programmes by undertakings whose activities include the manufacture or sale of medicinal products and medical treatment may promote the name or the image of the undertaking, but shall not promote specific medicinal products or medical treatments available only on prescription in the Member State within whose jurisdiction the media service provider falls.

[DE] Interstate Treaty on Broadcasting and Telemedia - consolidated 1 January 2013 - Article 8 (5)

English (Translation)	Original
Sponsorship of programmes by undertakings whose activities include the manufacture or sale of medicinal products and medical treatment may promote the name or the image of the undertaking, but may not promote particular medicinal products or medical treatment available only on prescription.	Beim Sponsoring von Sendungen durch Unternehmen, deren Tätigkeit die Herstellung oder den Verkauf von Arzneimitteln und medizinischen Behandlungen umfasst, darf für den Namen oder das Image des Unternehmens gesponsert werden, nicht jedoch für bestimmte Arzneimittel oder medizinische Behandlungen, die nur auf ärztliche Verordnung erhältlich sind.

Art. 10 (4)

4. News and current affairs programmes shall not be sponsored. Member States may choose to prohibit the showing of a sponsorship logo during children's programmes, documentaries and religious programmes.

[DE] Interstate Treaty on Broadcasting and Telemedia - consolidated 1 January 2013 - Article 8 (6)

English (Translation)	Original
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Outlook

1. The origins of the AVMSDatabase
2. The various search options
- 3. How to export the results**

Exporting results in .PDF and .DOCX

The image displays two software windows side-by-side, illustrating the export of legal research results.

The top window is Adobe Reader, showing a PDF document titled "document_name-3.pdf". The document content includes the title "Czech Republic" and "[CZ] Act 132/2010 on On-demand Audiovisual Media Services - § 2. (1) g". Below this, there is a table with two columns: "English (Translation)" and "Original". The text in the "English (Translation)" column reads: "sponsorship means any contribution made by a natural or legal person not". The text in the "Original" column reads: "sponzorováním jakýkoli příspěvek od fyzické nebo právnické osoby, která".

The bottom window is Microsoft Word, showing a document titled "document_name-1.docx (Read-Only) [Compatibility Mode]". The document content is identical to the PDF, including the title "Czech Republic" and "[CZ] Act 132/2010 on On-demand Audiovisual Media Services - § 2. (1) g". Below this, there is a table with two columns: "English (Translation)" and "Original". The text in the "English (Translation)" column reads: "sponsorship means any contribution made by a natural or legal person not engaged in the provision of an on-demand audiovisual media service, the operation of television broadcasting, or the production of audiovisual works, to the direct or indirect financing of an on-demand audiovisual media service or programmes with a view to promoting the sponsor's personal name or business name, trade mark, products, services, activities or public image,". The text in the "Original" column reads: "sponzorováním jakýkoli příspěvek od fyzické nebo právnické osoby, která neposkytuje audiovizuální mediální službu na vyžádání, neprovádí televizní vysílání, ani nevyrábí audiovizuální díla, poskytnutý k přímému nebo nepřímému financování audiovizuální mediální služby na vyžádání nebo pořadů s cílem propagovat své jméno nebo název, ochrannou známku, výrobky, služby, činnosti nebo obraz na veřejnosti,".

The Microsoft Word window also features a navigation pane on the left, showing a hierarchical list of countries and laws. The list includes: Art. 1 (1) (k) Sponsorship, Austria, [AT] Federal Act on Audio-visual Media Services (AMD-G) - consolidated 30, [AT] Federal Act on the Austrian Broadcasting Corporation (ORF-G) -, Belgium, [BE] Flemish community - Act on Radio and Television Broadcasting -, [BE] French community - Audiovisual media services decree -, [BE] German community - Decree on Radio Broadcasting, Bulgaria, [BG] Radio and T..., Cyprus, [CY] Law on Radio and Television Stations - Art. 2. para. 56., Czech Republic, [CZ] Act 132/2010 on On-demand Audiovisual, Germany, [DE] Provisional T..., [DE] Interstate Tr..., Denmark, [DK] Order on ad..., [DK] The Radio a..., Estonia, [EE] Media Servic..., Spain, [ES] General Law..., Finland, [FI] Information S..., United Kingdom, [GB] Electronic C..., Greece, [GR] Decree No. 1..., Croatia, [HR] The Electron..., Hungary, [HU] Act CLXXXV..., [HU] Act CIV of 2..., Ireland, [IE] European Co..., Italy, [IT] Audiovisual..., Lithuania, [LT] Law on the P..., Luxembourg, [LU] Law on Elect...

Exporting results in .XLSX

document_name.xls [Read-Only] - Microsoft Excel				
AVMSDatabase - Comparative matrix				
Art. 1 (1) (f) Broadcaster	[AT] Federal Act on Audio-visual Media Services (AMD-G) - consolidated 30 July 2015 - § 2. 17.		[BE] German community - Decree on Radio Broadcasting and Cinema Presentations - consolidated 3 December 2015.	
(f) "broadcaster" means a media service provider of television broadcasts;	Television broadcaster: Any natural or legal person who creates, compiles and broadcasts television channels (analog or digital) for dissemination via cable and other electronic communications networks, via satellite or by means of wireless terrestrial transmission, or who arranges for third parties to disseminate these in full and unchanged. Persons who exclusively retransmit television channels shall not be deemed television broadcasters;	Fernsehveranstalter: wer Fernsehprogramme (analog oder digital) für die Verbreitung in Kabel- und anderen elektronischen Kommunikationsnetzen, über Satellit oder auf drahtlosem terrestrischem Wege schafft, zusammenstellt und verbreitet oder durch Dritte vollständig und unverändert verbreiten lässt. Fernsehveranstalter ist nicht, wer Fernsehprogramme ausschließlich weiter verbreitet;	TV broadcasters: a linear media service provider, who makes linear television media services available;	Fernsehveranstalter: einen Mediendiensteanbieter, der televisuelle Mediendienste bereitstellt;
Art. 1 (1) (g) On-demand audiovisual media service	[AT] Federal Act on Audio-visual Media Services (AMD-G) - consolidated 30 July 2015 - § 4. 4.		[BE] German community - Decree on Radio Broadcasting and Cinema Presentations - consolidated 3 December 2015 - Art. 2 27.2.	
(g) "on-demand audiovisual media service" (i.e. a non-linear audiovisual media service) means an audiovisual media service provided by a media service provider for the viewing of programmes at the moment chosen by the user and at his individual request on the basis of a catalogue of programmes selected by the media service provider;	On-demand audiovisual media service: An audiovisual media service provided by a media service provider for the viewing of programs at the moment chosen by the user and at the user's individual request on the basis of a catalog of programs selected by the media service provider (on-demand service);	Audiovisueller Mediendienst auf Abruf: ein audiovisueller Mediendienst, der von einem Mediendiensteanbieter für den Empfang zu dem vom Nutzer gewählten Zeitpunkt und auf dessen individuellen Abruf hin aus einem vom Mediendiensteanbieter festgelegten Programm katalog bereitgestellt wird (Abrufdienst);	Non-linear audiovisual media service: an audiovisual media service provided by a media service provider for the reception at a point in time selected by the user and on whose individual on-demand request from a catalogue of programmes prepared by the media service provider (on-demand service);	nichtlinearer audiovisueller Mediendienst: einen audiovisuellen Mediendienst, der von einem audiovisuellen Mediendiensteanbieter für den Empfang zu dem vom Nutzer gewählten Zeitpunkt und auf dessen individuellen Abruf einem vom audiovisuellen Mediendiensteanbieter festgelegten Programm katalog bereitgestellt wird;
Art. 1 (1) (h) Audiovisual commercial communication	[AT] Federal Act on Audio-visual Media Services (AMD-G) - consolidated 30 July 2015 - § 2. 2.		[BE] German community - Decree on Radio Broadcasting and Cinema Presentations - consolidated 3 December 2015 - Art. 2 2.1 and 39.1.	
(h) "audiovisual commercial communication" means images with or without sound which are designed to promote, directly or indirectly, the goods, services or image of a natural or legal entity pursuing an economic activity. Such images accompany or are included in a programme in return for payment or for similar consideration or for self-promotional purposes. Forms of audiovisual commercial communication include, inter alia, television advertising, sponsorship, teleshopping and product placement;	Audiovisual commercial communication: Images with or without sound that a) are designed to promote, directly or indirectly, the goods, services or image of a natural or legal entity pursuing an economic activity, or b) are designed to support a cause or idea. Such images accompany or are included in a program in return for payment or for similar consideration or, in the case of a), for self-promotional purposes. In any event, audiovisual commercial communication includes product placement, the representation of production props of insignificant value, sponsorship announcements and advertising pursuant to item 40;	Audiovisuelle kommerzielle Kommunikation: Bilder mit oder ohne Ton, die a) der unmittelbaren oder mittelbaren Förderung des Absatzes von Waren und Dienstleistungen oder des Erscheinungsbilds natürlicher oder juristischer Personen, die einer wirtschaftlichen Tätigkeit nachgehen, oder b) der Unterstützung einer Sache oder einer Idee dienen. Diese Bilder sind einer Sendung gegen Entgelt oder eine ähnliche Gegenleistung oder im Fall der lit. a) als Eigenwerbung beigelegt oder darin enthalten. Zur audiovisuellen kommerziellen Kommunikation zählen jedenfalls Produktplatzierung, die Darstellung von Produktionshilfen von unbedeutendem Wert, Sponsorhinweise und auch Werbung gemäß Z 40;	2.1. Audiovisual commercial communications: television commercial communication or audiovisual commercial communication: 39.1. Television commercial communication: images with or without sound, which are designed to promote, directly or indirectly, the goods, services or image of a natural or legal entity pursuing an economic activity. Such images accompany or are included in programmes in return for payment or for similar consideration or for self-promotional purposes. As television commercial communications are considered, for example, television advertising, sponsorship, teleshopping and product placement;	2.1 audiovisuelle kommerzielle Kommunikation: televisuelle kommerzielle Kommunikation oder audiovisuelle kommerzielle Kommunikation 39.1. televisuelle kommerzielle Kommunikation: Bilder mit oder ohne Ton, die der unmittelbaren oder mittelbaren Förderung des Absatzes von Waren und Dienstleistungen oder des Erscheinungsbilds natürlicher oder juristischer Personen, die einer wirtschaftlichen Tätigkeit nachgehen, dienen. Diese Bilder sind einer Sendung gegen Entgelt, eine ähnliche Gegenleistung oder als Eigenwerbung beigelegt bzw. darin enthalten. Zur televisuellen kommerziellen Kommunikation zählen unter anderem Fernsehwerbung, Sponsoring, Teleshopping und Produktplatzierung;
Art. 1 (1) (i) Television advertising	[AT] Federal Act on Audio-visual Media Services (AMD-G) - consolidated 30 July 2015 - § 2. 40.		[BE] Flemish community - Act on Radio and Television Broadcasting - Consolidated 12 August 2014 - Art. 1.	
(i) "television advertising" means any form of announcement broadcast whether in return for payment or for similar consideration or broadcast for self-promotional purposes;	Advertising: Any form of announcement broadcast or provided on television channels	Werbung: jede Äußerung bei der Ausübung eines Handelsgewerbes, Handwerks oder freien Berufs, die	advertising means: the audiovisual or audio message transmitted by a public or private	reclame: de audiovisuele of auditieve boodschap van een publieke of particuliere onderneming of natuurlijke



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