

ERGA Work Programme 2021 - Subgroup 1, Workstream 1

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SG 1: Consistent implementation and enforcement of the new AVMSD framework

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WS 1: Best practice exchange: Analysis of implementing national measures

A. Background

During the work of Subgroup 3 in 2020, ERGA started an exchange of views between members regarding their understanding of Article 7a of the revised AVMS-D. Last years' final report highly recommended that further work on harmonizing potential definitions and approaches in relation to Article 7a of the AVMSD is conducted. ERGA's work programme for 2021 starts where it left off last year to ensure a smooth and consistent implementation and enforcement of the revised AVMS-D. Meanwhile, Member States have been concluding the national transposition of the AVMS-D. To be able to build up the work on a broad picture of the ongoing national efforts, we kindly ask all ERGA members to provide answers to the following questions.

B. Implementation of Art. 7a: Prominence of general interest content:

„Member States may take measures to ensure the appropriate prominence of audiovisual media services of general interest.“

1. Has your Member State taken any national measures in transposition of Art. 7a AVMS-D? If yes, please specify your answer.
 2. If not, please describe any ongoing discussion in your Member State regarding national measures for prominence of general interest content.
 3. Please specify your understanding of general interest content and name possible criteria for its determination.
 4. Please specify possible measures (i.e. technical) that are suitable to ensure the appropriate prominence of audiovisual media content.
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C. Implementation of Art. 7b: Signal Integrity

“Member States shall take appropriate and proportionate measures to ensure that audiovisual media services provided by media service providers are not, without the explicit consent of those providers, overlaid for commercial purposes or modified.“

1. Has your Member State taken any national measures in transposition of Art. 7b AVMS-D? If yes, please specify your answer.
2. If not, please describe any ongoing discussion in your Member State regarding national measures for ensuring signal integrity.
3. Please give examples from your Member State where audiovisual media services by media service providers are either overlaid or modified for commercial purpose.