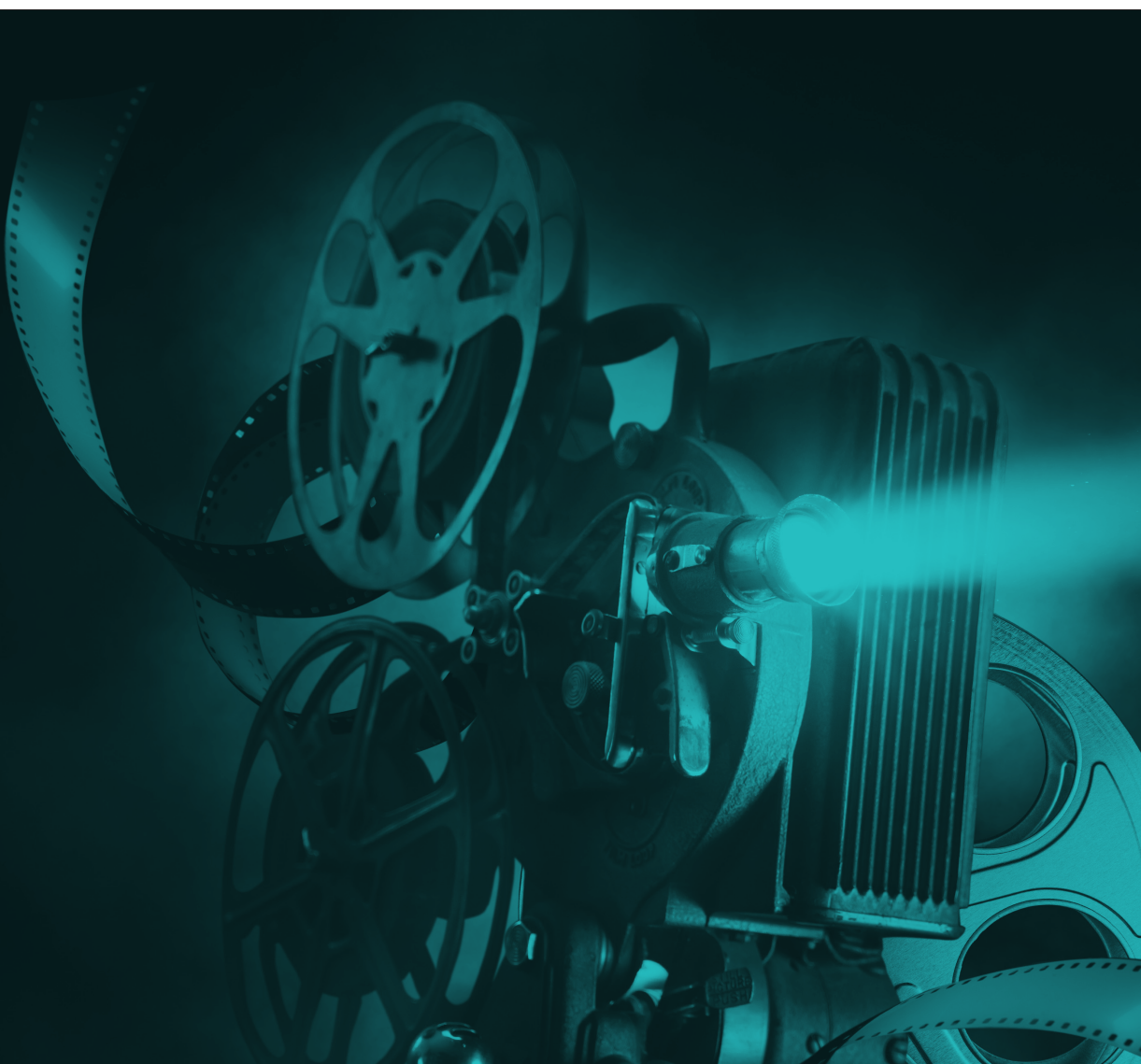


# The Audiovisual Media Services Directive (AVMSD) - main changes and implementation

A THREE-DAY ONLINE TRAINING COURSE



INTERNATIONAL



online

regulation made simple

# AVMSD

## main changes and implementation



TRAINING

online

### The training will provide attendees with:

- an overview of the EU architecture governing audiovisual regulation and the interplay with the future Digital Services Act
- an in-depth overview of the changes introduced by the new EU Audiovisual Media Services (AVMS) Directive
- an insight into the state of play of the transposition of the directive and of some of the most interesting national specificities

### Who should attend and why?

The course is suitable for:

- seasoned regulatory experts who have become specialised in a specific area and who wish to refresh their understanding of the broader range of regulatory issues
- regulatory specialists dealing with a specific country who want to become acquainted with broader regulatory developments across Europe
- individuals who have recently moved into a regulatory position and wish to acquire a rapid grasp of the key debates; and
- regulatory experts who wish to reflect on regulatory trends in the industry.

The seminar is not designed for experts who are already very familiar with the various aspects of audiovisual and copyright regulation – please look out for other Cullen International trainings to be launched later.

“Very interesting, complete and essential for professionals working in the sector”

Carla Carrinho, NOS

### The training organiser

Cullen International provides regulatory and competition law intelligence in telecoms, media, postal and the digital economy - covering developments across Europe, Americas, the Middle East and North Africa, as well as key trends across the globe.

For over thirty years, we have been providing comprehensive, neutral, unbiased, timely information that is trusted by industry and official institutions alike. We are widely recognised as the leading regulatory intelligence provider in the field.

Our services consist of a unique range of alerts, reports, benchmarks and enquiry services that are complemented by our topical conferences and regulatory training offer.

We are also regularly selected to carry out important research and studies for the European Commission and other organisations and we are frequently sought out to chair or make presentations at industry events.



### Presenters

**Michèle Ledger**, *Head of Practice*

Michèle leads Cullen International's Media regulatory intelligence service. She also works in the digital economy practice and has extensive knowledge on the implementation of the frameworks at national level across Europe. She joined Cullen International in 1998, and also works as a researcher at the Research Centre in Information, Law and Society of the University of Namur, Belgium; and as a lawyer.

**Laura Sboarina**, *Principal Analyst*

Laura follows EU regulation affecting the media sector, specialising on television and online video services. She also follows the television markets in Italy and the US.

Laura joined Cullen International in 2011, previously representing in Brussels the European association of television and radio advertising sales houses (EGTA).

# AVMSD

## main changes and implementation



TRAINING

online

### EU audiovisual architecture

This session will start by providing an overview of the instruments that shape the EU audiovisual regulatory framework, their scope of application and their underlying policy objectives. It will then cover the governing principles of the new AVMS directive and will highlight the novelties it introduces in terms of how operators will be supervised.

- The value chain
- The relevant frameworks: AVMS Directive, European Electronic Communications Code and E-Commerce Directive
- The interplay between these frameworks and the future Digital Services Act
- Jurisdiction
- Country of origin and derogations
- The role of regulators

### Scope, definitions and main objectives state of the AVMSD

This session will provide a clear overview of the context and general aims of the new directive and its new extended scope of application. It will also cover the state of play of the transposition into national legislation.

- Context of the review and general aims of the new directive
- Definitions and scope of application
- Jurisdiction
- Commission guidelines on the definition of video-sharing platforms
- State of play of transposition process

### Rules for video-sharing platforms and national specificities on enforcement

This session will provide a detailed overview of the new rules for video-sharing platforms and of the debates in the different member states on the role and enforcement powers of national regulatory authorities.

### Protection of minors, hate speech and advertising on VOD services, TV channels and VSPs- national specificities

One of the aims of the new AVMS directive is to achieve a level playing field between the rules applicable to linear and non-linear services to protect minors from harmful content and the general public from hate speech and certain advertisements. The session will provide an overview of the substantive changes brought by the new AVMS and will look at how the directive aims to achieve a similar level of protection for video-sharing platforms.

Since the directive allows Member States to introduce additional rules, this session will also focus on national specificities in the national implementation plans so far.



# AVMSD

## main changes and implementation



TRAINING

online

### Promotion of EU works (VOD services and TV channels) - national specificities

This session will introduce the new requirements of the AVMS directive on the promotion of European works in non-linear services and the Commission guidelines to help member states apply these rules. It will also provide an overview of national proposals that impose additional obligations compared to the AVMS Directive on both linear and non-linear services.

### Cross-border financial obligations in favour of EU works for VOD and TV channels - national overview

This session will explain the EU rules derived from the new AVMS directive which allow member states to impose financial contributions in favour of EU works on non-domestic audiovisual media service providers under certain conditions. It will also provide an overview of the countries that have decided (or are discussing the possibility) to introduce these cross-border obligations.

- Cross-border financial contributions
- Commission guidelines on the exemptions of small providers
- Overview of national initiatives

“Great course which everyone working on EU media regulation issues should take as mandatory part of their work”

Jesper Pedersen, TDC

### Accessibility, prominence of public interest content and signal integrity (VOD and TV channels). Interesting national debates

This session will cover the introduction of a new requirement for linear and non-linear service providers to make their services accessible to people with disabilities and of a new right to have their signal protected from third-parties. It will also focus on specificities in the national implementation plans so far, including regarding the prominence of public interest content.

## COURSE TIMINGS

For future course dates, please visit our website:

[www.cullen-international.com](http://www.cullen-international.com)



# For more information



On the programme, contact

**Michèle Ledger**

Tel + 32 (0)497 47 05 27

[michele.ledger@cullen-international.com](mailto:michele.ledger@cullen-international.com)



On administrative questions, contact

**Naijen Caro Jara**

Tel + 32 (0)2 738 72 03

[events@cullen-international.com](mailto:events@cullen-international.com)

## How to register?

Please register by filling in the respective registration form on our website:

[www.cullen-international.com](http://www.cullen-international.com)

## Fees

Fee (VAT excluded\*) per delegate

Early-bird fee (up to one month before the event) .....	€ 1,350
Standard fee .....	€ 1,500

10% discount for multiple registrations from the same organisation

\* No VAT chargeable on bookings by participants from the European Union who are subject to VAT in their country or by non EU participants. Belgian VAT (21%) is chargeable on bookings by European participants who are not subject to VAT.

Upon receiving your registration, we will send you an invoice to be paid within one month and in all cases before the event. Payment can be made by bank transfer or by credit card. In the absence of payment by the due date, Cullen International reserves the right to reallocate places.

## Trainings and conferences general terms and conditions

### A. Limited number of delegates

To ensure a high quality training/conference experience, the number of participants in the training/conference programme will be limited. Cullen International reserves the right to refuse registrations once the maximum number of participants is reached.

### B. Cancellations / substitutions

Cancellations must be made in writing. Full refunds will be paid only if cancellations are received by Cullen International 14 days before the start of the training/conference course.

For trainings, in case of cancellations within 14 days before the start of the training course, a refund will also take place but an amount of 300e will be charged for administrative costs.

If the delegate registers to a subsequent training course that takes places within one year from the date of the training for which the registration was cancelled, the amount of 300e will be deducted from the cost of that subsequent training course.

Delegate substitutions can be made at any time. They must be communicated to Cullen International before the start of the course.

### C. Non-attendance

In the event of non-attendance, full training/conference fees will remain payable and no refunds will be paid.

### D. Changes to programme, venue or date

Cullen International reserves the right to make changes to the programme, the venue and the presenters. Cullen International also reserves the right to cancel or reschedule the training/ conference if there are insufficient participants. Delegates will be notified in good time and will be entitled to a refund of the fee if the training/conference is cancelled or is changed to a date which is not convenient for the delegate.

### E. Invoicing and Payment conditions

Registrations will only be effective after payment receipt and payment must be done before the event takes place. Cullen International reserves the right to refuse attendance of a participant whose invoice has not been paid prior to the event.

Cullen International also reserves the right to refuse registrations to members of organisations who had registered participants to previous events and not paid their invoices. The delegate shall provide, while registering to attend an event, all requested information necessary

for the issue of the invoices. All invoices are payable in total, for the amount invoiced including the taxes stated on each invoice (VAT). No withholding for tax or administrative reasons will be accepted.

### F. Data protection

Your personal data will be used for the purpose of organising the training or conference. Cullen International will also subsequently use such data to inform you of its future training programmes and other activities or services, unless you opt out by sending us an email. Your personal data will not be communicated to any third parties.

### G. Confidentiality and Copyright

All Cullen International training/conference material is subject to normal copyright conditions. Any copy is subject to prior written authorisation from Cullen International.

The training/conference material is for the delegate's own use and may not be disclosed to any third party. It shall be treated with a high level of confidentiality, in the same way as the delegate protects its own confidential information.



INTERNATIONAL

Cullen International SA

Clos Lucien Outers, 11-21

B-1160 Brussels, Belgium

Tel : +32 2 738 72 00

Fax : +32 2 733 96 15

[events@cullen-international.com](mailto:events@cullen-international.com)

[www.cullen-international.com](http://www.cullen-international.com)