













New Audiovisual Media Service Directive	Non-binding guidelines of 2 July 2020	
<p>VOD catalogues should be composed of at least 30% of EU works</p>	<p> <b>Calculated by title - 1 title = 1 film or 1 season (for series)</b></p> <p>NRA can give higher weighting to costly series</p>	
<p>Low turnover or low audience providers must be exempted from:</p> <ul style="list-style-type: none"> <li> 30% quotas and prominence obligations for VOD</li> <li> Financial contributions that member states could possibly impose on cross-border channels/VOD</li> </ul>	<p> <b>Low turnover provider = microenterprise (&lt;€2m/year)</b>  </p> <div style="display: flex; justify-content: space-between;"> <div data-bbox="703 884 1420 1181"> <p> <b>Low audience TV channels = &lt;2%</b></p> <ul style="list-style-type: none"> <li>• By channel's daily audience share </li> <li>• If multiple targeting channels broadcaster's market position can be considered</li> </ul> </div> <div data-bbox="1442 884 2159 1181"> <p> <b>Low audience VOD service = &lt;1%</b></p> <ul style="list-style-type: none"> <li>• Service's active users (for T-VOD over a defined period) out of total users of similar VOD services </li> </ul> </div> </div>	
<p><b>Member states can adjust thresholds</b></p>		
<ul style="list-style-type: none"> <li> May exempt less providers, e.g. if audiovisual market is small, cover VOD providers with turnover &lt;€2m/year if their market share is &gt;1%</li> <li> May exempt more non-domestic providers, e.g. from investment obligations which are more burdensome, or to mirror exemptions at the national level (non-discrimination)</li> </ul>		