

ACT WELCOMES ADOPTION OF CULT AVMSD IMPLEMENTATION REPORT

BRUSSELS, 9 MAY 2023. ACT welcomes the adoption by the European Parliament of its report on the implementation of the Audiovisual Media Services Directive (AVMSD). In so doing, we express our congratulations to the rapporteur, MEP Kammerevert.

The Report recognises the delicate balance between cultural objectives and a sustainable audiovisual media sector and notes, the need for a predictable and stable regulatory environment (for instance when it comes to the derogation to the Country of Origin principle or the application of quotas).

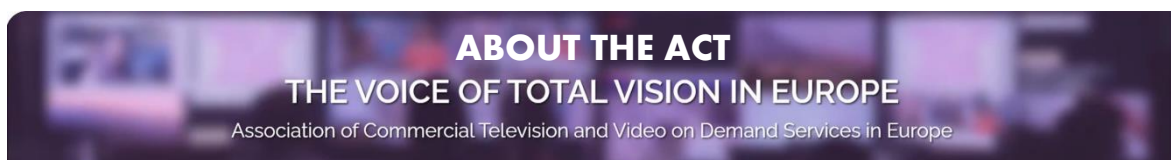
The crystal clear endorsement of an open and broad understanding of the concept of ‘European audiovisual works’, as laid down in the Council of Europe’s European Convention on Transfrontier Television ([ECTT](#)), is a much needed reminder of Europe’s attachment to cultural exchange and openness.

Commenting on the vote, ACT Director General, Grégoire Polad, stated: *“ACT welcomes the recognition that regulatory asymmetries between AV services and video-sharing platforms (VSP) cause an unlevel playing field. There is indeed a clear need for a rebalancing of the AVMS and VSP regulatory regimes driven by a leveling up of VSP obligations and a liberalisation agenda that phases out outdated prohibitions and limitations on commercial communications for regulated media”.*

ACT would, however, have welcomed more explicit language on the disproportionate or discriminatory implementations of the Directive across the EU (as highlighted, for instance, in §10 of the IMCO [opinion](#) and in earlier ACT [statements](#)). We hope that the upcoming European Media Freedom Act will contribute to fostering a coherent media policy framework throughout the EU.

Finally, we thank the Rapporteur and the MEPs for their balanced approach reflected in the final text and look forward to continuing this constructive exchange during the ongoing EMFA negotiations.

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ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that the healthy and sustainable commercial broadcasting & VoD sector has an important role to play in Europe’s economy, society and cultures. ACT members are at the heart of Europe’s media landscape; embracing the digital environment and continuously providing new services, formats and content to meet the growing European demand for quality content on various distribution models.