

ACT WELCOMES COUNCIL CONCLUSIONS ON THE AVMSD

BRUSSELS, 13 MAY 2025. Commercial TV & VOD welcomes the adoption of the Council Conclusions on the “assessment of the legal framework for audiovisual media services and video-sharing platform services”. The Conclusions appropriately direct the Commission’s attention to aspects that merit an in-depth analysis.

Any potential changes to AVMSD merits a comprehensive assessment of market developments, an analysis of the AVMSD’s interactions with the DSA, DMA and EMFA; and robust impact assessments to ensure any interventions are targeted at and proportionate to demonstrable needs.

The AVMSD remains largely effective in addressing current challenges. ACT encourages the co-legislators to examine in priority other legislative instruments and means to rapidly deliver on simplification of measures impacting broadcasters’ competitiveness. Any intervention should be targeted, based on a demonstrated need, and prioritise regulatory consistency and stability.

AVMS invest massively in European content to meet viewers’ demand. Regulatory predictability and stability should be prioritised; opening pathways to competitiveness rather than reopening debates on obligations.

We welcome the Conclusions’ focus on the modernisation of advertising rules. AVMS providers face detailed and rigid commercial communication rules that limit their ability to compete and fund original European news and content. The Conclusions correctly acknowledge the need for a more level playing field and recognise the competition between AVMS, Video Sharing Platforms (VSPs) and influencers. The Conclusions also rightfully point to prominence of services of general interest and events of major importance as issues to further examine.

We congratulate the Polish Presidency and all Member States for their work, and look forward to engaging with policy-makers to analyse the most appropriate instruments to deliver on the points outlined in the Conclusions. Ultimately, we would encourage the European Commission to treat the review of the AVMSD as a simplification exercise, in line with its Simpler and Faster Europe communication on implementation and simplification.

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About the Association of Commercial Television in Europe and Video on Demand Services in Europe (ACT)

The Association of Commercial Television and Video on Demand Services in Europe (ACT) represents the interests of leading commercial media across Europe. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that a healthy and sustainable commercial TV and VoD sector has an important role to play in the European economy, society and culture.

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