

AVMSD TRANSPOSITION HIGHLIGHTS – GREECE



Greece has transposed the AVMSD 2018/1808 with Law 4779/2021 that entered into force on 20 February 2021:

<https://www.kodiko.gr/nomothesia/document/672722/nomos-4779-2021>

Protection of minors (Article 6a of the AVMSD)



- *Appropriate measures may include labelling the broadcast, selecting the time of the broadcast, using personal identification numbers, age verification tools or other technical measures.*
- *All programmes, except advertising and teleshopping spots and news programmes, should be classified in categories based on their potential to impair the physical, mental or moral development of minors.*
- *The ESR has adopted Directive 1/2023, which contains detailed rules on the labelling of audiovisual programmes transmitted by AV service providers on the protection of minors.*

Accessibility (Article 7 of the AVMSD)



- *Accessibility measures include subtitling, sign language, audio description and verbal subtitling.*
- *Specific quotas impose a minimum broadcasting time for news bulletins and other TV programmes in Greek Sign Language with simultaneous subtitles in Greek.*

European works (Article 13, 16, 17 of the AVMSD)



- *30% quota obligation for European works in VOD catalogues and general prominence obligation*
- *Financial contribution obligation for non-domestic targeted VOD service providers: 1.5% of their turnover related to their activities in Greece, either for the production of European works, or for the purchase of rights to Greek audiovisual works, or to the National Centre for Audiovisual Media and Communication.*
- *More than half of the transmission time obligation for broadcasters.*
- *10% transmission time for independent works.*



Advertising (Article 23 of the AVMSD)

- *Television advertising spots and teleshopping spots: 06.00-18.00 and 18.01-24.00: max. 20% of that period.*

Video-sharing platforms (Article 28b of the AVMSD)



- *VSPs are encouraged to take measures to prevent the excessive intake by minors of foods and beverages which are not recommended for them, by adopting codes of conduct or standard terms and conditions.*
- *The NRA is responsible for verifying that VSP providers take appropriate measures to protect minors from online harmful content and may carry out checks for this purpose.*

Media literacy (Article 33a of the AVMSD)



- *The Secretariat-General for Communication and Information, the NRA, the competent public administration bodies, media service providers and video-sharing platform providers are required to take media literacy measures in order to equip citizens with the skills, critical thinking and knowledge required to use media effectively and safely and to evaluate their content.*

For more info, take a look at the [AVMSDatabase](#) and [country table](#)!