

Audiovisual - Film, TV & Radio EU response All Europe Countries

Commission seeks feedback on review of audiovisual media legislation

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The European Commission is seeking broad input on updating audiovisual media regulations to address the evolving digital landscape. Stakeholders have until May 1, 2026, to provide feedback on proposed changes to the Audiovisual Media Services Directive.

The European Commission has launched a public consultation seeking feedback on the review of the Audiovisual Media Services Directive (AVMSD), which coordinates EU-wide rules for TV broadcasts, on-demand services, and video-sharing platforms.

This 2026 review, part of the Commission's work programme and the European Democracy Shield, focuses on simplifying rules amid a shifting media landscape.

Priorities include streamlining advertising, ensuring a level playing field for traditional and digital players, enhancing minor protections on platforms, promoting media services of general interest, and aligning with laws like the Digital Services Act.

Organized into four pillars—scope and enforcement, audiovisual commercial communications, viewer protection, and media diversity—it invites input from citizens, authorities, industry, NGOs, journalists, and academics.

The consultation remains open until 1 May 2026, starting in English with other EU languages to follow.

As a cornerstone of EU audiovisual and media policy, the AVMSD aims to promote cultural diversity and media pluralism within the EU. It promotes the circulation of national media

content across borders and enhances the competitiveness of European media companies.

The AVMSD, last revised in 2018 (updated 2026), covers areas like hatred incitement, accessibility, European works promotion, commercial communications, and minor protection, following a November 2025 call for evidence.

It aims to foster cultural diversity, media pluralism, and consumer safeguards while addressing digital evolution.

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