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Have your say on the Audiovisual Media Services Directive

The European Commission seeks your feedback for the evaluation of the Audiovisual Media Services Directive, last revised in 2018. The call for evidence will be open until Sunday, 21 December 2025. The review of the AVMSD is planned for 2026.

A lot has changed since the last revision of the [Audiovisual Media Services Directive](#) ((AVMS) in 2018.

Influencers or viewing TV series through digital platforms are among the new factors re-shaping the media landscape. Rules may also need an update to ensure adequate protection particularly for minors when viewing audiovisual content online.

Hence, the European Commission has opened [a call for evidence](#) to evaluate the impact and effectiveness of the AVMSD rules in a rapidly evolving landscape. The call also aims to gather stakeholders' opinions on how to ensure appropriate visibility and prominence for European media, such as by simplifying advertising rules.

The call for evidence will remain open until Sunday 21 December, [here](#).

Aiming at ensuring diverse perspectives in the evaluation and planned review of the AVMSD, all relevant stakeholders are invited to contribute, including audiovisual media regulators, academia, broadcasters, video-on-demand providers, video-sharing platforms, influencers and advertisers.

The review of the AVMSD is expected in 2026 and forms part of the Commission's commitments in the recently presented [European Democracy Shield](#), aiming at strengthening the EU

media sector for the resilience of our democracies.

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Find more [here](#)

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