

Directive 2010/13/EU of the European Parliament and of the Council  
of 10 March 2010 on the coordination of certain provisions laid  
down by law, regulation or administrative action in Member States  
concerning the provision of audiovisual media services (Audiovisual  
Media Services Directive) (codified version) (Text with EEA relevance)

CHAPTER I

DEFINITIONS

Article 1 (1) For the purposes of this Directive, the following definitions...

CHAPTER II

GENERAL PROVISIONS FOR AUDIOVISUAL MEDIA SERVICES

Article 2 (1) Each Member State shall ensure that all audiovisual media...  
Article 3 (1) Member States shall ensure freedom of reception and shall...  
Article 4 (1) Member States shall remain free to require media service...  
Article 4a (1) Member States shall encourage the use of co-regulation and...

CHAPTER III

PROVISIONS APPLICABLE TO AUDIOVISUAL MEDIA SERVICES

Article 5 (1) Each Member State shall ensure that a media service...  
Article 6 (1) Without prejudice to the obligation of Member States to...  
Article 6a (1) Member States shall take appropriate measures to ensure  
that...  
Article 7 (1) Member States shall ensure, without undue delay, that  
services...  
Article 7a Member States may take measures to ensure the appropriate  
prominence...  
Article 7b Member States shall take appropriate and proportionate measures  
to ensure...  
Article 8 Member States shall ensure that media service providers under  
their...  
Article 9 (1) Member States shall ensure that audiovisual commercial  
communications provided...  
Article 10 (1) Audiovisual media services or programmes that are sponsored  
shall...  
Article 11 (1) This Article shall apply only to programmes produced after...

## CHAPTER IV

### PROVISIONS APPLICABLE ONLY TO ON-DEMAND AUDIOVISUAL MEDIA SERVICES

- Article 12 . . . . .  
 Article 13 (1) Member States shall ensure that media service providers of...

## CHAPTER V

### PROVISIONS CONCERNING EXCLUSIVE RIGHTS AND SHORT NEWS REPORTS IN TELEVISION BROADCASTING

- Article 14 (1) Each Member State may take measures in accordance with...  
 Article 15 (1) Member States shall ensure that for the purpose of...

## CHAPTER VI

### PROMOTION OF DISTRIBUTION AND PRODUCTION OF TELEVISION PROGRAMMES

- Article 16 (1) Member States shall ensure, where practicable and by appropriate...  
 Article 17 Member States shall ensure, where practicable and by appropriate means,...  
 Article 18 This Chapter shall not apply to television broadcasts that are...

## CHAPTER VII

### TELEVISION ADVERTISING AND TEleshopping

- Article 19 (1) Television advertising and teleshopping shall be readily recognisable and...  
 Article 20 (1) Member States shall ensure, where television advertising or teleshopping...  
 Article 21 Teleshopping for medicinal products which are subject to a marketing...  
 Article 22 Television advertising and teleshopping for alcoholic beverages shall comply with...  
 Article 23 (1) The proportion of television advertising spots and teleshopping spots...  
 Article 24 Teleshopping windows shall be clearly identified as such by optical...  
 Article 25 This Directive shall apply mutatis mutandis to television channels exclusively...  
 Article 26 Without prejudice to Article 4, Member States may, with due...

## CHAPTER VIII

### PROTECTION OF MINORS IN TELEVISION BROADCASTING

- Article 27 . . . . .

*Status: EU Directives are being published on this site to aid cross referencing from UK legislation. After IP completion day (31 December 2020 11pm) no further amendments will be applied to this version.*

---

## CHAPTER IX

### RIGHT OF REPLY IN TELEVISION BROADCASTING

Article 28 (1) Without prejudice to other provisions adopted by the Member...

## CHAPTER IXA

### PROVISIONS APPLICABLE TO VIDEO-SHARING PLATFORM SERVICES

Article 28a (1) For the purposes of this Directive, a video-sharing platform...  
Article 28b (1) Without prejudice to Articles 12 to 15 of Directive...

## CHAPTER X

### CONTACT COMMITTEE

Article 29 (1) A contact committee is established under the aegis of...

## CHAPTER XI

### REGULATORY AUTHORITIES AND BODIES OF THE MEMBER STATES

Article 30 (1) Each Member State shall designate one or more national...  
Article 30a (1) Member States shall ensure that national regulatory authorities or...  
Article 30b (1) The European Regulators Group for Audiovisual Media Services (ERGA)...

## CHAPTER XII

### FINAL PROVISIONS

Article 31 In fields which this Directive does not coordinate, it shall...  
Article 32 Member States shall communicate to the Commission the text of...  
Article 33 The Commission shall monitor Member States' application of this Directive...  
Article 33a (1) Member States shall promote and take measures for the...  
Article 34 Directive 89/552/EEC, as amended by the Directives listed in Annex...  
Article 35 This Directive shall enter into force on the 20th day...  
Article 36 This Directive is addressed to the Member States.

---

ANNEX I

PART A

Repealed Directive with list of its successive amendments

PART B

List of time limits for transposition into national law

ANNEX II

---

*Status: EU Directives are being published on this site to aid cross referencing from UK legislation. After IP completion day (31 December 2020 11pm) no further amendments will be applied to this version.*

---

- (1) Position of the European Parliament of 20 October 2009 (not yet published in the Official Journal) and Council Decision of 15 February 2010.
- (2) [OJ L 298, 17.10.1989, p. 23](#). The original title of the act was ‘Council Directive 89/552/EEC of 3 October 1989 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the pursuit of television broadcasting activities’.
- (3) See Annex I, Part A.
- (4) [OJ C 285 E, 22.11.2006, p. 126](#).
- (5) [OJ C 293 E, 2.12.2006, p. 155](#).
- (6) [OJ C 296 E, 6.12.2006, p. 104](#).
- (7) [OJ L 201, 25.7.2006, p. 15](#).
- (8) [OJ C 30, 5.2.1999, p. 1](#).
- (9) European Parliament resolution on Television without Frontiers ([OJ C 76 E, 25.3.2004, p. 453](#)).
- (10) European Parliament resolution on the risks of violation, in the EU and especially in Italy, of freedom of expression and information (Article 11(2) of the Charter of Fundamental Rights) ([OJ C 104 E, 30.4.2004, p. 1026](#)).
- (11) European Parliament resolution on the application of Articles 4 and 5 of Directive 89/552/EEC (Television without Frontiers), as amended by Directive 97/36/EC, for the period 2001-2002 ([OJ C 193 E, 17.8.2006, p. 117](#)).
- (12) [OJ C 364, 18.12.2000, p. 1](#).
- (13) [OJ L 204, 21.7.1998, p. 37](#).
- (14) [OJ L 332, 18.12.2007, p. 27](#).
- (15) [OJ L 108, 24.4.2002, p. 33](#).
- (16) [OJ L 178, 17.7.2000, p. 1](#).
- (17) Case C-56/96 *VT4 Ltd v Vlaamse Gemeenschap* [1997] ECR I-3143, paragraph 22; Case C-212/97 *Centros v Erhvervs-og Selskabsstyrelsen* [1999] ECR I-1459; see also: Case C-11/95 *Commission v Belgium* [1996] ECR I-4115; and Case C-14/96 *Paul Denuit* [1997] ECR I-2785.
- (18) Case C-212/97 *Centros v Erhvervs-og Selskabsstyrelsen*, cited above; Case 33/74 *Van Binsbergen v Bestuur van de Bedrijfsvereniging* [1974] ECR 1299; Case C-23/93 *TV 10 SA v Commissariaat voor de Media* [1994] ECR I-4795, paragraph 21.
- (19) Case C-355/98 *Commission v Belgium* [2000] ECR I-1221, paragraph 28; Case C-348/96 *Calfa* [1999] ECR I-11, paragraph 23.
- (20) [OJ L 378, 27.12.2006, p. 72](#).
- (21) [OJ L 202, 30.7.1997, p. 60](#).
- (22) [OJ L 167, 22.6.2001, p. 10](#).
- (23) Case C-89/04 *Mediakabel BV v Commissariaat voor de Media* [2005] ECR I-4891.
- (24) [OJ L 13, 20.1.2004, p. 44](#).
- (25) [OJ C 102, 28.4.2004, p. 2](#).
- (26) [OJ L 149, 11.6.2005, p. 22](#).
- (27) [OJ L 152, 20.6.2003, p. 16](#).
- (28) [OJ L 311, 28.11.2001, p. 67](#).
- (29) [OJ L 404, 30.12.2006, p. 9](#).