

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

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...

CHAPTER III

PROVISIONS APPLICABLE TO ALL AUDIOVISUAL MEDIA SERVICES

Article 5 Member States shall ensure that audiovisual media service  
providers under...  
Article 6 Member States shall ensure by appropriate means that  
audiovisual media...  
Article 7 Member States shall encourage media service providers under  
their jurisdiction...  
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) Paragraphs 2, 3 and 4 shall apply only to...

CHAPTER IV

PROVISIONS APPLICABLE ONLY TO ON-  
DEMAND AUDIOVISUAL MEDIA SERVICES

Article 12 Member States shall take appropriate measures to ensure that on-  
demand...  
Article 13 (1) Member States shall ensure that on-demand audiovisual  
media services...

## 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 (1) Member States shall take appropriate measures to ensure that...

## CHAPTER IX

### RIGHT OF REPLY IN TELEVISION BROADCASTING

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

## CHAPTER X

### CONTACT COMMITTEE

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

## CHAPTER XI

### COOPERATION BETWEEN REGULATORY BODIES OF THE MEMBER STATES

Article 30 Member States shall take appropriate measures to provide each other...

## 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 Not later than 19 December 2011, and every 3 years...  
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.  
Signature

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## 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

- (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](#).