

**AVMSD – STATE OF TRANSPOSITION - 16/12/2008**

Country	At which stage of the transposition process are you currently? <sup>1</sup> (please tick below)							Any trends you can indicate concerning the most discussed issues ? (commercial communication, on-demand services, accessibility, European works etc.)	References (to web sites, documents, etc.)
	0	1	2	3	4	5	6		
<b>I. EU MEMBER STATES</b>									
AT						X		TV advertising and sponsoring	
			X					Rest	
BE						X		CFB: The discussion in the Parliament will start at the beginning of 2009	
BG		X						Public consultations. Commercial Communication.	
CY			X	X	X	X	J u n e	Consultation until March 09, Legal vetting May 09. Parliament June 09.	
CZ					X			Public consultation done until beginning of January. Proposal will be submitted to Parliament in March. Accessibility.	
DE		X						Product placement is still to be discussed.	

<sup>1</sup> The following codes apply: 0 = Process not started yet; 1 = Pre-legislative public consultation; 2 = Administrative drafting; 3 = Published draft legislation; 4 = Public consultation on draft legislation; 5 = Legislative procedure; 6 = Legislation adopted.

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DK			X					Legislative procedure will commence October 1, 2009	
EE			X					On-demand services, promotion of European works in on-demand services	
EL			X					Product placement, sponsorship, television advertising, jurisdiction	
ES			X					Commercial communications, on-demand services	
FI			X					Product placement, short news reports, new concepts that make the regulation complicated	Ministry publication 47/2008 lvm.fi/web/fi/lakihanke/view/468725
FR						X			Projet de loi relatif à la communication audiovisuelle et au niveau service public de la télévision
HU				X	X				<a href="http://www.parlament.hu">www.parlament.hu</a> (draft legislation published for public consultation)
IE			X			X		All issues except product placement, non-linear and short news dealt within almost complete primary legislation	Broadcasting Bill 2008

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IT						X		Progetto legge in discussione in Parlamento (product placement) Delega al governo per emanazione decreto legislativo (draft bill discussed in Parliament, government authorized to draft a legislative decree)	
LT			X					Commercial communication - independent regulation – raised new proposal on regulation system combining technology and content into one institution	
LU			X					On-demand services – services non linéaires	
LV				X				Working group created in autumn 2007, represented by stakeholders, ministry of Culture, Ministry of Transportation, mostly discussed on legal status of public broadcasters, National Broadcasting Council and product placement, accessibility for disabled people. Draft law on 12.06.2008. Submitted to the responsible committee. Inter-ministerial statements. In the Beginning of 2009 draft submitted to Parliament for 1st Reading.	
MT			X					Consultations on Article 3.7; 3c; 3e; 3g; 3i. Draft legislation amendments nearing completion. Report and proposal to be passed on to Minister by end of Jan. 2009.	
NL						X		On-demand services. The law is in the council of state and not public yet	

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PL			X					Working group proposed a draft Act; in January, the experts will present the results of their work to the Minister of Culture and National Heritage. We are going to send the draft to the Parliament in July.	
PT			X					Commercial Communication	
RO							X		
SE			X		X			Product placement, short reports, regul. of on-demand services	Public consultation on adm. Draft until March. Legislative proposal will be drafted by May.
SI		X						We have set up a Working Group within the Ministry which is going to draft a Law and then the draft is going to be put on a web page.	Web page is going to be set up in January 2009.
SK		X						On-demand services, Short Reporting, Article 3/7, commercial communication	Pre-legislative public consultation, administrative draft
UK		X	X					Definition and regulation of non-linear ms; product placement; TV advertising rules	Public consultation now available at <a href="http://www.culture.gov.uk">www.culture.gov.uk</a> and <a href="http://www.ofcom.org.uk">www.ofcom.org.uk</a>
<b>II. EEA COUNTRIES</b>									

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IS					X			Commercial communication, on-demand services	
LI									
NO		X	X					No particular trends as public consultation has not started yet	
<b>III. CANDIDATE COUNTRIES</b>									
HR			X					The working group was set up in June 2008. The first version of the draft Act was drawn up. The working group is going to continue its work in January 2009. The draft Act shall be submitted to the Parliament in June 2009.	
MK									
TR		X	X					Action plan was proposed. A working group was established recently in December 2008. WG will draft a law to comply with the AP. A public consultation is planned. The draft law is expected to be finished and submitted to Government in Oct. 2009.	