



# Short update on AVMSD proposal

**CNAPA meeting  
22 March 2017**

# AVMSD State of play and calendar

## ***European Parliament***

ENVI, IMCO, JURI and LIBE are opinion committees and have already adopted their opinions.

CULT (lead committee) plans to adopt its report on 25 April.

## ***Council***

Member States are discussing a draft compromise text and the Maltese Presidency plans to adopt a General Approach on 23 May.

March - April 2017

Council: Audiovisual Working Group meetings

25 April 2017

EP: CULT committee to vote to adopt final report

23 May 2017

Council: Maltese Presidency to adopt General Approach

# Main amendments from Committees on alcohol advertising

## **ENVI:**

- *Encouragement of self- and co-regulation is kept (Art 9(3))*
- *In addition, MS shall adopt measures to minimise minors' exposure*
- *AVCCs for alcohol shall not accompany a programme aimed at a children's audience and shall be prohibited during hours of peak viewing by children*

# Main amendments from Committees on alcohol advertising

## JURI:

- *Self and co-regulation" in Art 9(3) should be used to limit the exposure of minors "for example by prohibiting commercial communications for alcoholic products during times when children are most likely to be exposed"*
- *During prime time hours, MS shall be able to take concrete measures against audiovisual commercial communications for alcoholic products*

# Main amendments from Committees on alcohol advertising

## **IMCO:**

- *Video sharing platforms would have to take measures to limit the exposure of children to advertising of unhealthy foods and beverages*
- *+ all AVCCs targeted at minors are prohibited*

## **LIBE:**

- *No significant amendment on alcohol advertising*