

15 juillet 2021

Foreign on-demand audiovisual media services ('SMAD') providers invited to contact the French CSA

The new decree on on-demand audiovisual media services ('SMAD') completing in particular the transposition into French law of the corresponding provisions of the Audiovisual Media Services Directive as revised in 2018, entered into force on 1 July 2021.

Foreign on-demand audiovisual media services providers (from the European Union or outside the European Union) addressing the French market and whose turnover exceeds 5 million euros are subject to new obligations, particularly with regard to the financing of audiovisual and cinematographic creation.

These obligations may vary depending on the business model and size of the companies. The services concerned are likely to be subject in particular to obligations to contribute to the production of original French and European works.

The concerned providers are called upon to contact the French CSA before 15 September 2021 (avms@csa.fr) in order to conclude, if necessary, an agreement ('convention') with the CSA, which will cover the details of their obligations.



Contact presse

01 40 58 36 17 – sara.cheyrouze@csa.fr

www.csa.fr  @csaudiovisuel