



REPUBLIC OF ESTONIA
MINISTRY OF CULTURE

Tamara Popiashvili
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Commission (ComCom)
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Yours: 11.06.2024

No

Ours: 14.06.2024

No 10-5/735-2

Inquiry about the VOD audience

Dear Tamara Popiashvili,

Thank you for the inquiry.

In accordance with the EU Audiovisual Media Services Directive, Estonia has defined the margin of low audience as less than 1% of the all users of media services on the market. Currently the local media services have to register, but not to report the number of their users. There are not many local service providers on the market and it has not been necessary for the purpose of the law to collect precise data of the users. Even the smallest services actually do provide mostly European or Estonian content. Also the conditions of yearly turnover of 2 Million Euros and margin of 10 employees could be applied to defining if the law is applicable to the service provider. Fulfilling one of the three conditions would exclude the service from being obliged to follow the regulation.

With the planned amendment of media services act Estonia will transpose the paragraphs 2,3 and 6 of article 13 of AVMSD which implies yearly reporting the turnover and (average) number of users of each media service on the market. This will provide the number of the total audience, presumably with a minimal error of margin.

I hope this answered your question.

Yours sincerely,

(signed digitally)

Karlo Funk

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