



## **EAVI welcomes the re-introduction of media literacy into the Audiovisual Media Services Directive**

In May 2016, the European Commission released a [revision](#) of the [Audio Visual Media Services Directive](#), and, to the disappointment of many and despite the countless studies and research undertaken highlighting its crucial stance, media literacy was not mentioned. Through the efforts of EAVI and many others, undertaking petitions, lobbying, and proposed amendments, this was challenged and such amendments were successfully taken on board.

“Media literacy refers to skills, knowledge and understanding that allows citizens to use media effectively and safely”. This is now the first line in section **(8b)** of the newly formulated proposal for the updated Audiovisual Media Services Directive and the first of two mentions of media literacy. **Article 33a** then continues to state that “Member States shall promote and take measures for the development of media literacy”. While a positive recognition, the question is whether this quite vague statement leaves too much room for individual states to adopt their own interpretations of what is acceptable and needed, and what is provided.

Nonetheless, with many having worked for decades in the promotion of media literacy, the Directive now includes a comprehensive definition of media literacy while asking Member States to report on practices, policies, and measures they support in the field. This can only be viewed as a positive development, and having relentlessly campaigned for the inclusion of media literacy and the recognition that it goes beyond functional, digital skills to the abilities to critically assess and understand media, EAVI gladly welcomes the new proposal and the adopted amendments.

Following an informal introduction and agreement from the European Council, the European Parliament and the European Commission, a final decision will be taken in September 2018 when a vote in plenary will take place to endorse the new rules.