



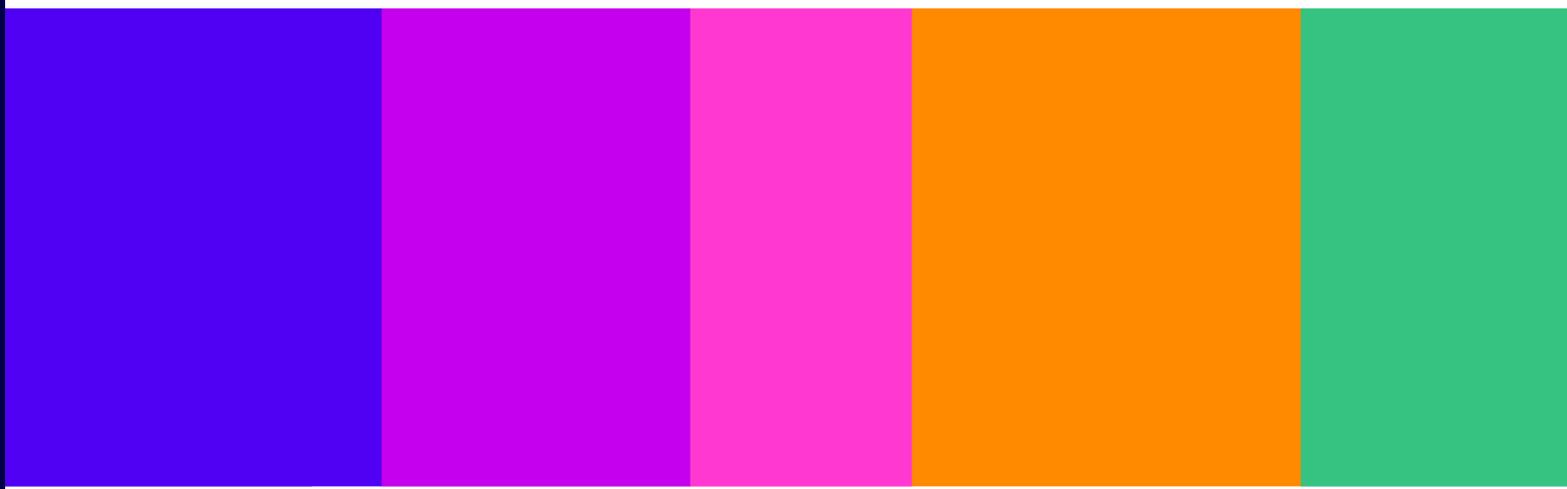
# **Audiovisual Media Services (AVMS) Return**

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TV Data Submission User Guide

**Ofcom Market Intelligence Database (MID)**

Published 23 January 2025



# Contents

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1. Overview.....	3
2. Getting Started .....	4
2.1 How to set up a new MID Contact.....	4
2.2 How to log in to the Ofcom Online Services Portal MID.....	4
2.3 What you see when you first log in .....	5
2.4 Viewing company details/submission roles.....	6
2.5 Review your existing contact details.....	7
3. Accessing a Return .....	8
3.1 How to access a return .....	8
3.2 Navigating the Return .....	10
4. How to complete the Audiovisual Media Services (AVMS) Return .....	11
4.1 Declaring if a channel is exempt from the AVMS Return .....	11
4.2 Channel details.....	13
4.3 Programming.....	14
5. Submitting the Return and logging out.....	18
5.1 Submitting the Return.....	18
5.2 Logging out.....	20
6. TV AVMS Return – frequently asked questions .....	21
6.1 General questions .....	21
6.2 Completing the Audiovisual Media Services (AVMS) Return.....	22
7. TV AVMS Return – troubleshooting .....	23

## Annex

A1. European Programming Definition .....	24
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# 1. Overview

This document provides you with a step-by-step guide for completing **Audiovisual Media Services (AVMS) Returns** for every broadcast licence that you hold, using the [Ofcom Online Services Portal Market Intelligence Database \(MID\)](#). This version of the user guide replaces previous versions of the guide and takes account of enhancements to the data collection process that may have been made.

If eligible, you must complete an AVMS Return covering the given calendar year for all broadcast licences held by your organisation and its related entities. The circumstances in which your licence may be exempt are listed on [page 11](#).

If your licence is exempt, you must indicate as such within the return form. If your channel carries any other programme types, you must complete an AVMS Return to report on the non-exempt elements of the service.

You will receive regular reminders and overdue notices until all of your organisation's allotted returns have been completed. Please ensure all authorised individuals have completed their respective returns by the deadlines communicated to you by the TV Market Intelligence Database (TV MID) team and displayed on the [Ofcom Online Services Portal MID](#).

If audited data is not available by our deadline, please submit unaudited figures and email [TVMID@ofcom.org.uk](mailto:TVMID@ofcom.org.uk) for the submission to be reopened so you can update the figures.

If you have any problems or queries while using the system that cannot be resolved by reference to this user guide, please contact [TVMID@ofcom.org.uk](mailto:TVMID@ofcom.org.uk).

## Audiovisual Media Services Regulations

The Audiovisual Media Services Regulations came into force on 1 November 2020. The AVMS Regulations implement the revised Audiovisual Media Services Directive (AVMSD) into UK law and Ofcom recently varied all television broadcast licences to reflect the new requirements of the AVMS Regulations and as a result of the UK leaving the European Union. You can read more about the recent changes that were made to your licences in our [statement on changes to broadcast licence conditions](#).

It is a condition of your licence that the quotas set out in Articles 16(1) and (2), 17 and 18 of the Audiovisual Media Services Directive are complied with where practicable.

When completing your return, please note that works originating in the UK [continue to be classified as European Works](#).

# 2. Getting Started

## 2.1 How to set up a new MID Contact

It is not possible for you to set up a MID account yourself – our team must set it up for you. Please contact [TVMID@ofcom.org.uk](mailto:TVMID@ofcom.org.uk) requesting access to the [Ofcom Online Services Portal MID](#) for your organisation, ensuring you provide the following information:

- Full name
- Email address
- Postal address
- Organisation
- Job title
- Whether you are a data provider.<sup>1</sup> or data submitter<sup>2</sup>

Once Ofcom has verified your details, we will credential you as a MID Contact – this is a contact that is authorised to provide/submit financial data to Ofcom on behalf of their organisation. You will receive an email (“Welcome to the Ofcom Online Services Portal MID”) with instructions to activate your [Ofcom Online Services Portal MID](#) account. Please use the link in the email to set your password. You cannot use the ‘Forgotten your password?’ function in the portal unless you have already set a password.

## 2.2 How to log in to the Ofcom Online Services Portal MID

Please note that as of January 2023 the URL and landing page for MID has changed. To log in to the [Ofcom Online Services Portal MID](#) (<https://ofcom.force.com/midloginpage>), you will need your email address and the password you set upon registration as a MID Contact.

### Ofcom's Market Intelligence Database (MID)



#### Login

Fields marked with \* are required

User ID:\*

Password:\*

[Forgotten your password?](#)

**New user?** You **cannot** self-register to use MID. Please contact the MID team via the relevant email address to request a MID account.

#### Guidance and contacting the teams

The Market Intelligence Database (MID) is used by Ofcom's Research and Intelligence team for the programmatic collection of data from industry. For further information on data collection, or to request access to MID to submit data for your organisation, please contact the appropriate MID team below. Please note the MID teams are unable to assist with spectrum licencing queries.

**Post**  
Contact team: [PostMID@ofcom.org.uk](mailto:PostMID@ofcom.org.uk)

**Radio**  
Guidance: [Commercial radio industry data collection](#)  
Contact team: [RadioMID@ofcom.org.uk](mailto:RadioMID@ofcom.org.uk)

**Telecoms**  
Contact team: [MID@ofcom.org.uk](mailto:MID@ofcom.org.uk)

**TV**  
Guidance: [TV industry data collection](#)  
Contact team: [TVMID@ofcom.org.uk](mailto:TVMID@ofcom.org.uk)

<sup>1</sup> A Data Provider is only able to input relevant data into the return but cannot submit this to Ofcom.

<sup>2</sup> A Data Submitter is able to input relevant data into the return, review data entered by another member of the organisation, and submit returns to Ofcom.

## 2.3 What you see when you first log in

Once you have logged in, you will reach the **MID submissions dashboard**.

The screenshot displays the Ofcom MID submissions dashboard. At the top left is the Ofcom logo with the tagline 'Making communications work for everyone'. On the top right, the user's name 'John Doe' is shown next to a profile icon. Below the header is a navigation menu with tabs for 'Licensing', 'MID', 'Numbering', and 'VSP'. The main content area is titled 'Home' and 'MID submissions dashboard'. It is divided into three columns:

- Company details/submissions roles:** Lists 'Mid Test Ltd' with contact information (2-352207, 020 0000 0000) and address (Ofcom, Riverside House 2a Southwark Bridge Road, London, SE1 9HA, UNITED KINGDOM). It also shows roles: 'Data Submitter' for 'TV Transmission & Revenue Return' and 'TV AV Media Services Return'.
- Returns summary:** A list of return statuses: 1 Not started TV AV Media Services Return, 4 Ready to submit TV AV Media Services Return, 2 Ready to submit TV Transmission & Revenue Return, 2 In progress TV Transmission & Revenue Return, 12 Submitted TV Transmission & Revenue Return, 8 Submitted TV AV Media Services Return, and 5 In progress TV AV Media Services Return. A 'View returns' button is at the bottom.
- Contact details:** Shows 'John Doe' with email 'j.doe@ofcom.org.uk' and the same address as the company details.

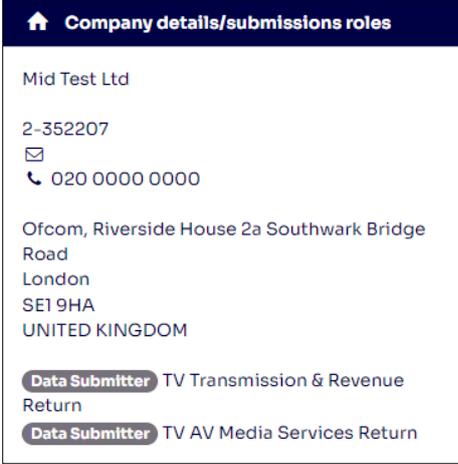
You can do the following things from the MID submissions dashboard:

1. View company details/submission roles (see [page 6](#))
2. Review and update your contact details (see [page 7](#))
3. View returns summary (see [page 9](#))
4. Complete the Transmission & Revenue Return (see [T&R Return user guide](#))
5. Complete the Audiovisual Media Services Return (see [page 11](#))

## 2.4 Viewing company details/submission roles

---

This box shows your company information and submission roles. Please ensure all the details are correct.



Company details/submissions roles

Mid Test Ltd

2-352207

✉

☎ 020 0000 0000

Ofcom, Riverside House 2a Southwark Bridge Road  
London  
SE1 9HA  
UNITED KINGDOM

**Data Submitter** TV Transmission & Revenue Return

**Data Submitter** TV AV Media Services Return

Here you can view your data submission roles.

There are two roles for each return type:

- The **Data Provider** is able to input relevant data into the return, but cannot submit this to Ofcom.
- The **Data Submitter** is able to input relevant data into the return, review data entered by another member of the organisation and submit returns to Ofcom.

It is imperative that the return data is certified to be accurate and submitted by an authorised individual; this will usually be the Finance Director.

Please note if you will be submitting returns for more than one licence and these licences are owned by various related companies, only one company will be listed in the Company details box. The company listed will usually be the parent organisation for the other companies.

If any of the following details relating to the following are incorrect, please contact us on [TVMID@ofcom.org.uk](mailto:TVMID@ofcom.org.uk) and we will update the information:

- Company name
- Company address
- Returns that your organisation is required to submit
- Your data provider/submitter roles

Please **DO NOT** submit any returns until this has been updated by Ofcom.

It is the organisation's responsibility to inform Ofcom if an individual is no longer responsible for providing the requested data. Please provide updated contact details to [TVMID@ofcom.org.uk](mailto:TVMID@ofcom.org.uk).

## 2.5 Review your existing contact details

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The **Contact details** box shows your personal details for the role that you hold at the organisation. If the details are incorrect, please email [TVMID@ofcom.org.uk](mailto:TVMID@ofcom.org.uk) and we will update these on your behalf.

 **Contact details**

John Doe

✉ [j.doe@ofcom.org.uk](mailto:j.doe@ofcom.org.uk)

☎

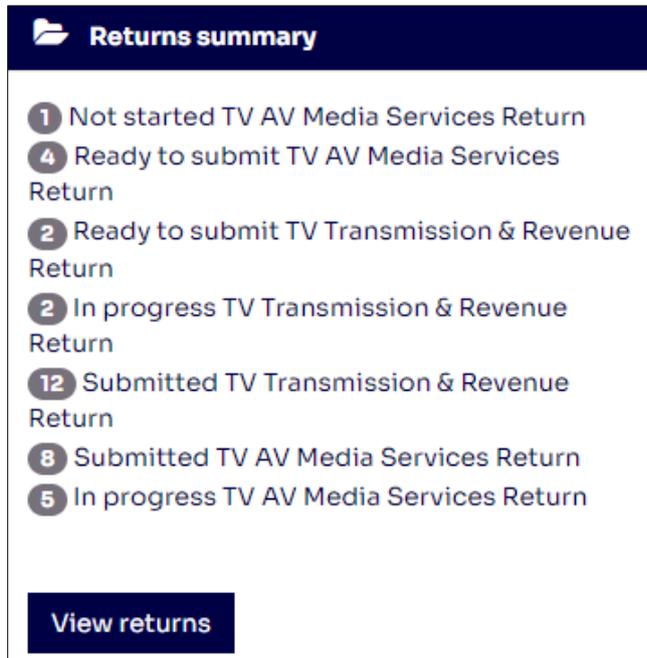
Ofcom, Riverside House 2a Southwark Bridge  
Road  
London  
SE1 9HA  
United Kingdom

# 3. Accessing a Return

## 3.1 How to access a return

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The **Returns summary** box holds a list of your organisation’s returns as well as their status.



To complete your return, select **“View returns”**.

This will take you through to the **Scheduled returns** dashboard as seen below, where you will see returns to be completed for your organisation or group of organisations. These also specify when the returns are due.

If you complete returns for licences across more than one company, all the returns should be listed here. If there are any returns missing, please let us know immediately by sending an email to [TVMID@ofcom.org.uk](mailto:TVMID@ofcom.org.uk).

Please note that if you are not personally responsible for providing or submitting the data for all the licences listed you will still receive reminders and overdue notices until all returns have been completed. Please ensure all authorised individuals have completed their respective returns by the deadline.

Ofcom Making communications work for everyone John Doe

Licensing MID Numbering VSP

Home / Returns

## Scheduled returns

Hover over or select a row to view available actions

**Filter returns**

All return types All return names Any Status All Account Any Name of Service

All Years All Period

Type	Account	Licence	Name of service	Name	Period	Year	Status	Due Date
TV	Mid Test Ltd	TV_22222		Transmission & Revenue Return		2023	In progress	XX/XX/20XX
TV	Mid Test Ltd	TV_11111		AV Media Services Return		2023	Submitted	XX/XX/20XX
TV	Mid Test Ltd	TV_22222		AV Media Services Return		2023	In progress	XX/XX/20XX
TV	Mid Test Ltd			AV Media Services Return		2023	In progress	XX/XX/20XX

« 1 2 3 4 » returns per page 10

On the **Scheduled returns** dashboard, you can select the headings in blue to list the returns in either alphabetical, numerical or (in this example) status order. If you hover over a return which has not yet been submitted, two blue buttons will appear: “View and “Complete”.

Type	Account	Licence	Name of service	Name	Period	Year	Status	Due Date
TV	Mid Test Ltd	TV_22222		Transmission & Revenue Return		2023	In progress	XX/XX/20XX
TV	Mid Test Ltd	TV_11111		AV Media Services Return		2023	Submitted	XX/XX/20XX
TV	Mid Test Ltd	TV_22222		AV Media Services Return		2023	In progress	XX/XX/20XX
				View Complete				
TV	Mid Test Ltd			AV Media Services Return		2023	In progress	XX/XX/20XX

If you select the “View” button, the return will be in view-only mode and you will not be able to edit any of the fields. This option is also available after you have submitted the return.

To edit and/or complete a return, select the “Complete” button. This will take you to your selected return to be populated.

If you are not able to see the “View” or “Complete” buttons, you may need to update your browser to the latest version.

## 3.2 Navigating the Return

Below is an explanation of the various basic functions available on the AVMS Return.

### TV AV Media Services Return

Mid Test Ltd / TV\_22222 / null / 2023

Step 1 Step 2 Step 3 Step 4  
Not started In progress Ready to submit Submitted

You are on page 3 of 3

Ready to submit 5

[Eligibility](#) / [Channel Details](#) / [Programming](#)

The Audio-Visual Media Services return collects data on the hours of European and Independently produced programmes broadcasted.

Fields marked with \* are required

#### Programming

Please fill mandatory fields\*

**Total Hours**

Total programme hours (after excluded programmes)

	Total Hours	Percentage	Target
European Programming	<input type="text" value="5,000"/>	62.5%	4,000
Independent European programming	<input type="text" value="10"/>	0.13%	800
Recent ind European programming (i.e. within 5 years of production)	<input type="text" value="1"/>	10.0%	5

Refresh 1

Cancel 4 Previous page Next page 2 Save & exit 3

### 1. Refresh button

Once you have entered the relevant figures in the boxes, select this button to calculate the 'Totals'.

### 2. 'Previous page' and 'Next page'

Use these buttons to navigate between different return pages.

### 3. 'Save & exit'

You can save and exit the form without losing the data entered and return to it another time.

### 4. 'Cancel'

You will lose data which has not previously been saved and be taken back to the Scheduled Returns dashboard.

### 5. 'Ready to submit'

Use this button to submit the form when you have finished adding your figures. See [Section 5](#) for instructions on completing the submission process.

# 4. How to complete the Audiovisual Media Services (AVMS) Return

We collect data on the hours of European and independently produced programmes shown by all Ofcom licensees.

It is a condition of your licence that the quotas set out in Articles 16(1) and (2), 17 and 18 of the Audiovisual Media Services Directive are complied with where practicable. The AVMS return must be completed for all licences which are broadcasting, unless an individual channel is exempt from the Directive.

When completing your return, please note that works originating in the UK [continue to be classified as European Works](#).

## 4.1 Declaring if a channel is exempt from the AVMS Return

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If eligible, you **must** complete an AVMS Return covering the relevant calendar year for all broadcast licences held by your organisation and its related entities.

If we have requested an AVMS Return from you, your licence may still be exempt in the following circumstances:

- No broadcasting activity under the licence in the relevant calendar year;
- Audience share was less than 0.2% for the whole of the relevant calendar year;
- Not received by viewers in the UK or the European Union;
- Not broadcast in a language of the European Union;
- Intended for local/regional audiences and not part of a national network; or
- Only transmitting: news, games, teletext services, sports event programming, advertising, teleshopping.

If your channel carries any other programme types, you **must** complete an AVMS Return to report on the non-exempt elements of the service. <sup>3</sup>

## Is this licence exempt from submitting this return

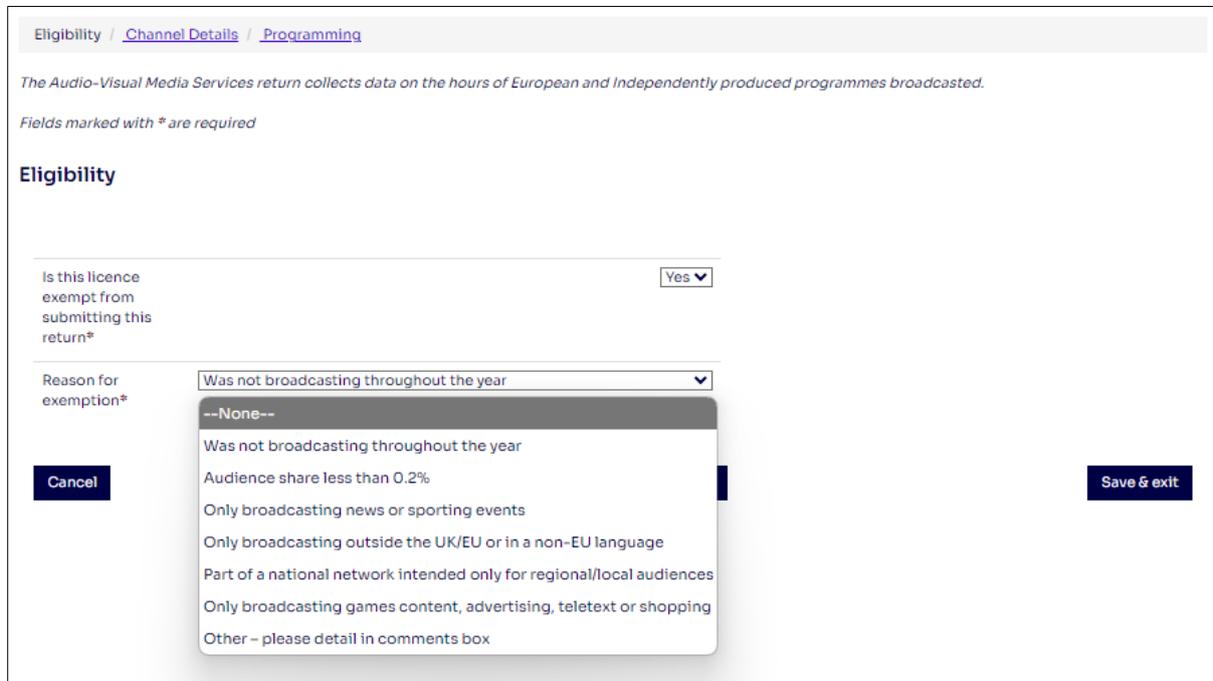
If your licence is exempt from submitting the AVMS Return through the exemption criteria outlined above, then select 'Yes'. If your licence is not exempt from the AVMS Return, select 'No'.

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<sup>3</sup> Please note: these exemptions only apply to the AVMS Return. You are still required under conditions of your licence to provide Ofcom with any other information we may request, including the Transmission & Revenue (T&R) return. If you are unsure whether these exemptions cover a request made by Ofcom, please contact the team or individual making the request to obtain clarification.

## Reason for exemption

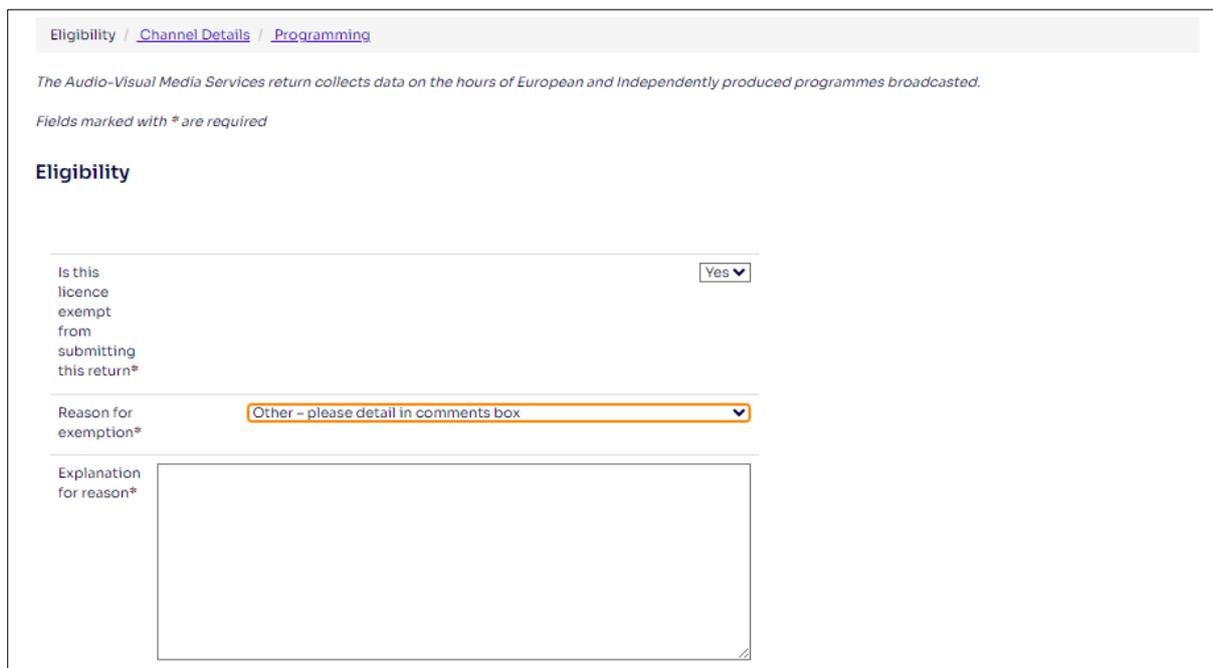
If you selected 'Yes' to register that your licence is exempt from the AVMS Return, you will need to select a reason for your exemption from the drop-down list. If the reason does not appear in the list, select 'Other'.



The screenshot shows the 'Eligibility' section of the AVMS Return form. At the top, there are navigation links for 'Eligibility', 'Channel Details', and 'Programming'. Below this is a header stating 'The Audio-Visual Media Services return collects data on the hours of European and Independently produced programmes broadcasted.' and a note 'Fields marked with \* are required'. The 'Eligibility' section contains a question: 'Is this licence exempt from submitting this return\*', with a 'Yes' dropdown menu. Below this is another question: 'Reason for exemption\*', with a dropdown menu currently showing 'Was not broadcasting throughout the year'. The dropdown menu is open, displaying a list of options: '--None--', 'Was not broadcasting throughout the year', 'Audience share less than 0.2%', 'Only broadcasting news or sporting events', 'Only broadcasting outside the UK/EU or in a non-EU language', 'Part of a national network intended only for regional/local audiences', 'Only broadcasting games content, advertising, teletext or shopping', and 'Other - please detail in comments box'. There are 'Cancel' and 'Save & exit' buttons on either side of the dropdown menu.

## Explanation for reason

If you selected 'Other – please detail in the comments box', a comment box will appear. In the comment box, please explain the reason(s) why your licence is exempt from submitting an AVMS Return.



The screenshot shows the 'Eligibility' section of the AVMS Return form. At the top, there are navigation links for 'Eligibility', 'Channel Details', and 'Programming'. Below this is a header stating 'The Audio-Visual Media Services return collects data on the hours of European and Independently produced programmes broadcasted.' and a note 'Fields marked with \* are required'. The 'Eligibility' section contains a question: 'Is this licence exempt from submitting this return\*', with a 'Yes' dropdown menu. Below this is another question: 'Reason for exemption\*', with a dropdown menu currently showing 'Other - please detail in comments box'. Below the dropdown menu is a text box labeled 'Explanation for reason\*', which is currently empty. There are 'Cancel' and 'Save & exit' buttons on either side of the text box.

If a channel was broadcasting in the relevant calendar year and is not exempt from AVMS, you must complete the return in full, as follows.

## 4.2 Channel details

[Eligibility](#) / [Channel Details](#) / [Programming](#)

*The Audio-Visual Media Services return collects data on the hours of European and Independently produced programmes broadcasted.*

*Fields marked with \* are required*

### Channel Details

Channel is broadcasting*	<input type="button" value="No"/> ▾
Broadcasting for the whole year*	<input type="button" value="Yes"/> ▾
Date of channel's first transmission (if not broadcasting for the whole year)	<input type="text"/>

### Channel is Broadcasting

Set this to 'Yes'.

### Broadcasting for the Whole Year

- If your channel was on air for the whole of the relevant calendar year, set this to 'Yes'.
- If your channel was on air for only part of the relevant calendar year, set this to 'No'.

### Date of Channel's First Transmission

Enter the date when your channel first launched, using DD/MM/YY format or select the date from the drop-down calendar.

## 4.3 Programming

[Eligibility](#) / [Channel Details](#) / Programming

The Audio-Visual Media Services return collects data on the hours of European and Independently produced programmes broadcasted.

Fields marked with \* are required

### Programming

**Total Hours**

Total programme hours (after excluded programmes)

	Total Hours	Percentage	Target
European Programming	<input type="text" value="0"/>		0
Independent European programming	<input type="text" value="0"/>		0
Recent ind European programming (i.e. within 5 years of production)	<input type="text" value="0"/>		0

[Refresh](#)

### Total Programme Hours (after excluded programmes)

Enter the total number of hours that your channel was broadcasting in the relevant calendar year and deduct any excluded transmission time.

**Excluded Transmission time** is air-time used for transmitting news, sports events, games, advertising, teletext services, teleshopping and programmes in languages other than a language of the European Union.

*Example:* If a channel was on air 24 hours a day throughout the relevant calendar year, and transmitted two hours of news each day (excluded transmission time) the figure should be calculated as:

*(Hours per day x Days in a year) - (Excluded hours per day x Days in a year) = Total programme hours*

*8760 (i.e. 24 x 365) - 730 (i.e. 2 x 365) = 8030*

For a leap year, the above would be calculated as:

*8784 (i.e. 24 x 366) - 732 (i.e. 2 x 366) = 8052*

Note that while advertising time is excluded from Total Programme Hours, the time devoted to promotions, programme trailers and other items broadcast between programmes should be included in Programme Transmission Hours (and European Programming – see below). In other words, only commercial breaks are excluded.

## European Programming

Enter the number of hours transmitted (after excluding the transmissions outlined in *Total Programme Hours* above) which consisted of European Programming. In simple terms this means ALL programmes originating from either European Union Member States or the UK, whether they were made in-house, commissioned, or acquired from an external company. Please see the [Appendix](#) for a full definition.

## Independent European Programming

Enter the number of hours transmitted (after excluding the transmissions outlined in *Total Programme Hours* and considering the outline of *European Programming* above) which consisted of European programming made by independent producers. Please see the [Appendix](#) for a full definition.

## Recent Independent European Programming

Enter the number of hours transmitted (after considering the exclusions and definitions outlined above) which consisted of European programming made by independent producers **within the last five years.**

## Percentage/Target

Select the refresh button to calculate this figure.

**The AVMS Directive specifies that broadcasters must ensure that, where practicable:**

- The majority (51%) of the transmission time (the figure given in *Total Programme Hours*) is devoted to European programming
- At least 10% of the transmission time (the figure given in *Total Programme Hours*) is devoted to European programming created by producers which are independent of broadcasters
- At least 50% of the Independent European programming transmitted (*Independent European Programming*) was produced in the last five years

**You MUST complete the following comments boxes if your channel did not meet one or more of the three AVMS targets.**

New channels are required to meet the targets within five years of their launch, and should demonstrate progress towards those targets during the five-year transitional period.

Reason for shortfall - Please select one of the following options. If the listed options do not explain the reason for the shortfall, please select other and explain the reason in the comments box. \*

--None--

Plans for reaching target - Please select one of the following options. If the listed options do not explain the reason for the shortfall, please select other and explain the reason in the comments box. \*

--None--

Prospects for change \*

Other comments

Cancel Previous page Next page Save & exit

## Reason for shortfall

Please give comprehensive reasons why the channel failed to achieve each of the targets outlined above.

## Plans for reaching target

Please explain how the organisation plans to ensure the channel meets these targets in future and when it expects the quotas will be met.

## Prospects for change

Please provide details of planned changes to your programme policy and output that are expected to deliver improvements in the targets achieved by your channel.

## Return comments

Enter any other comments in this box. **DO NOT** use the Comments box to notify us about general changes in licensing contact details because the information may not be acted on – instead, email [broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk) for this purpose.

**Please note that at this stage the return is not yet submitted. You must now follow the Submitting the Return process detailed in [Section 5](#) to complete your submission.**

# 5. Submitting the Return and logging out

## 5.1 Submitting the Return

Once you have populated the return, there are **three** more steps before the return reaches Ofcom. If you do not complete these steps, Ofcom will not consider the return submitted.

### STEP 1: Select “Ready to submit”.

**TV AV Media Services Return**  
Mid Test Ltd / TV\_22222 / null / 2023

Step 1      Step 2      Step 3      Step 4  
Not started      In progress      Ready to submit      Submitted

You are on page 3 of 3

**Ready to submit**

All your input data will now be locked. You will notice the boxes for your input data will now have turned grey. Please use this opportunity to check your data entry is correct before proceeding to Step 2.

On the following page, you also have the option to re-open the return. Selecting this button will re-open the form to make amendments.

**TV AV Media Services Return**  
Mid Test Ltd / TV\_22222 / null / 2023

Step 1      Step 2      Step 3      Step 4  
Not started      In progress      Ready to submit      Submitted

You are on page 3 of 3

**Re-open**      **Submit return**

[Eligibility](#) / [Channel Details](#) / [Programming](#)

*The Audio-Visual Media Services return collects data on the hours of European and Independently produced programmes broadcasted.*

*Fields marked with \* are required*

## STEP 2: If you are a Data Submitter, select “Submit return”.

There are differences between the abilities of the Data Provider and Data Submitter roles.

If you are a **Data Provider**, after you have selected “Ready to submit” and arrived at the below page, you will only be able to see the “Re-open” button. At this stage you will need to advise your organisation’s designated **Data Submitter** that they will now need to log into their [Ofcom Online Services Portal MID](#) account to complete the submission process. In the case of larger organisations, your data submitter is typically a Finance Director or equivalent.

If you are a **Data Submitter**, select the “Submit return” button when all the information has been completed to your satisfaction.

**TV AV Media Services Return**  
Mid Test Ltd / TV\_22222 / null / 2023

Step 1 Step 2 Step 3 Step 4  
Not started In progress Ready to submit Submitted

You are on page 3 of 3

Re-open **Submit return**

[Eligibility](#) / [Channel Details](#) / Programming

*The Audio-Visual Media Services return collects data on the hours of European and Independently produced programmes broadcasted.*

*Fields marked with \* are required*

## STEP 3: Check declaration section and confirm.

**TV AV Media Services Return**  
Mid Test Ltd / TV\_22222 / null / 2023

Step 1 Not started   Step 2 In progress   Step 3 Ready to submit   Step 4 Submitted

[Eligibility](#) / [Channel Details](#) / [Programming](#)

It is a condition of your broadcasting licence that you must:  
"furnish to Ofcom in such a manner and at such times as Ofcom may reasonably require such documents, accounts, returns, estimates, reports, notices or other information as Ofcom may require for the purpose of exercising the functions assigned to it by or under the 1990 Act, the 1996 Act or the Communications Act."

To proceed to submit the information, you are required to tick the box below, formally declaring that:

- you are authorised to submit this information on behalf of the licensed service [named above]
- all of the details given in this form are correct to the best of your knowledge

I agree

**Submitter details**

Name  
John Doe

Email address  
[j.doe@ofcom.org.uk](mailto:j.doe@ofcom.org.uk)

Phone number

Address  
Ofcom, Riverside House 2a Southwark Bridge Road  
London  
SE1 9HA  
United Kingdom

**Cancel**   **Confirm**

You will be taken to the final page before submission – the declaration page.

This step should be completed by the person authorised to submit this information on behalf of the organisation. In the case of larger organisations, this might be a Finance Director or equivalent.

Please ensure all the details on this page are correct. If the details are incorrect, please email [TVMID@ofcom.org.uk](mailto:TVMID@ofcom.org.uk) and we will update these on your behalf.

You must tick the "I agree" box. Then select "Confirm".

The return has now been submitted to Ofcom. Once you have submitted the return, you will not be able to amend the figures, unless you contact the TV MID team at [TVMID@ofcom.org.uk](mailto:TVMID@ofcom.org.uk) and request for the return to be re-opened.

## 5.2 Logging out

To log out at any point, select the avatar by your name and select 'Logout' in the drop-down. Please ensure you save any unsubmitted data before logging out.

**Ofcom** Making communications work for everyone

Licensing   MID   Numbering   VSP

**Thank you!**

The return has now been submitted.

**Scheduled Returns**

John Doe [Avatar]

- Edit my details
- Change my password
- Logout**

# 6. TV AVMS Return – frequently asked questions

## 6.1 General questions

### When is the deadline for completing returns?

The deadline for completing returns will be communicated to you by [TVMID@ofcom.org.uk](mailto:TVMID@ofcom.org.uk). Alternatively, on the list of returns on your [Scheduled Returns dashboard](#), there is a “Due date” column which specifies the deadline for completing each return.

**Ofcom** Making communications work for everyone

John Doe

Licensing MID Numbering VSP

Home / Returns

### Scheduled returns

Hover over or select a row to view available actions

**Filter returns**

All return types All return names Any Status All Account Any Name of Service

All Years All Period

Type	Account	Licence	Name of service	Name	Period	Year	Status	Due Date
TV	Mid Test Ltd	TV_22222		Transmission & Revenue Return		2023	In progress	XX/XX/20XX
TV	Mid Test Ltd	TV_11111		AV Media Services Return		2023	Submitted	XX/XX/20XX
TV	Mid Test Ltd	TV_22222		AV Media Services Return		2023	Submitted	XX/XX/20XX
TV	Mid Test Ltd			AV Media Services Return		2023	In progress	XX/XX/20XX

« 1 2 3 4 » returns per page 10

### A different organisation owned my licence for all/part of the previous year. Do I have to make a return for the period where I wasn't the owner?

Yes. Current licence holders must submit returns relating to all broadcasting activity in the previous year. This is a condition of each licence and will require you to get the relevant information from the previous licence holder where necessary.

## **More than one service operates under one broadcast licence. Do I need to submit separate returns for each service?**

No. Our returns are collected at a licence level, meaning data for each service under the one licence should be aggregated and submitted in one return.

## **6.2 Completing the Audiovisual Media Services (AVMS) Return**

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### **How do I know if one or more of my channels are exempt from the AVMS?**

[Page 11](#) of this guide outlines television channels which are exempt from the AVMS directive.

### **Do I need to tell Ofcom if I think a channel is exempt from the AVMS?**

You need to make sure that all of your channels have been correctly identified as exempt from the AVMS, as per the guidance in [Section 4](#). If your licence is exempt from the AVMS Return, please register your request for exemption through the AVMS Return form on the [Ofcom Online Services Portal MID](#), including specifying your reason for exemption.

### **I need to complete an AVMS Return for one or more of my channels, but it is not listed on the Return schedules dashboard.**

Please email us at [TVMID@ofcom.org.uk](mailto:TVMID@ofcom.org.uk) as soon as possible and we will add the return to your listing.

### **My channel didn't broadcast last year. Do I have to complete an AVMS Return?**

No, but you must state your exemption, and give the reason. If a channel was not broadcasting in the previous year then you are exempt from making a return. Please register your request for exemption through the AVMS Return form on the [Ofcom Online Services Portal MID](#), including specifying your reason for exemption.

## 7. TV AVMS Return – troubleshooting

I cannot input information into the return/the return is blank.

You may have selected “View” on the [Scheduled Returns dashboard](#).

Type ▼	Account	Licence	Name of service	Name	Period	Year	Status	Due Date
TV	Mid Test Ltd	TV_22222		Transmission & Revenue Return		2023	In progress	XX/XX/20XX
TV	Mid Test Ltd	TV_11111		AV Media Services Return		2023	Submitted	XX/XX/20XX
TV	Mid Test Ltd	TV_22222		AV Media Services Return		2023	Submitted	XX/XX/20XX
TV	Mid Test Ltd			AV Media Services Return		2023	In progress	XX/XX/20XX

« 1 2 3 4 » returnsperpage 10 ▼

If you select the “View” button, the return will be in view-only mode and you will not be able to edit any of the fields. You will need to return to the dashboard and select “Complete” instead.

### I can’t change the status of my AVMS Return to ‘Submitted to Ofcom’.

This may be because you are registered as a **Data Provider**, but not as a **Data Submitter**. The data submitter should be a Finance Director or equivalent. If this is you, please contact us via [TVMID@ofcom.org.uk](mailto:TVMID@ofcom.org.uk) to update your status. If this is not you, please ask your **Data Submitter** to log into the [Ofcom Online Services Portal MID](#) to complete the submission process. If your organisation’s designated Data Submitter has not received login details, please contact us at [TVMID@ofcom.org.uk](mailto:TVMID@ofcom.org.uk) and we will provide them with access.

### I registered online, but I can’t create a new account.

It is not possible for you to set up a MID account yourself – our team must set it up for you. Please see Section 2 for guidance.

### I have completed all the returns for my organisation’s channels. Why am I still receiving email reminders?

Submitting the returns is a multi-stage process. It is possible that your returns have not yet been set to “Submitted to Ofcom”, so we have not yet received them. Please refer to the section [Submitting the return](#) for more information.

If you believe this is not the case, it may be that there are outstanding returns still to complete. Refer to the Returns Summary on the [dashboard](#) page to check.

# A1. European Programming Definition

**European Programming** has the meaning attributed to European Works in Article 4 of the AVMS Directive. This includes:

- a. Works originating from European Union Member States;
- b. Works originating from European third States party to the European Convention on Transfrontier Television (ECTT) of the Council of Europe and fulfilling the conditions of paragraph 2 of Article 6. A full list of parties to the Convention, which includes the UK, may be found on the [Council of Europe's website](#); and
- c. Works originating from other European third countries and fulfilling the conditions of paragraph 3 of Article 6.

The works referred to in paragraphs (a) and (b) above are works mainly made with authors and workers residing in one or more States referred to in those paragraphs provided that they comply with one of the following three conditions:

1. they are made by one or more producers established in one or more of those States; or
2. production of the works is supervised and actually controlled by one or more producers established in one or more of those States; or
3. the contribution of co-producers of those States to the total co-production cost is preponderant and the co-production is not controlled by one or more producers established outside those States.

A producer is considered to be established in a European State if the company is a growing concern which has permanent staff involved in both production and commercial operations at the European location.

The works referred to in paragraph (c) are works made exclusively or in co-production with producers established in one or more Member States by producers established in one or more European third countries with which the Community has concluded agreements relating to the audiovisual sector, if those works are mainly made with authors and workers residing in one or more European States.

It should be noted that application of the provisions of (b) and (c) is conditional on works originating from Member States not being the subject of discriminatory measures in the third countries concerned.

Works that are not European works within the meaning of the above provisions but that are produced within the framework of bilateral co-production treaties concluded between Member States and third countries shall be deemed to be.

European works provided that the Community co-producers supply a majority share of the total cost of the production and that the production is not controlled by one or more producers established outside the territory of the Member States. Member States shall draw up lists of their bilateral co-production treaties. The Member States and the Commission shall make these lists available, on request, to interested parties.

Works which are not covered by any of the above provisions but are made mainly with authors and workers residing in one or more Member States, shall be considered to be European works to an extent corresponding to the proportion of the contribution of Community co-producers to the total production costs.

'European programming created by producers who are independent of broadcasters' means European programming (as defined) created by 'independent producers, as defined in the Broadcasting (Independent Productions) Order 1991, and amended by the Broadcasting (Independent Productions) (Amendment) Order 1995 and the Broadcasting (Independent Productions) (Amendment) Order 2003.