



Providers of audiovisual programmes shall register with the provider registry of the National Audiovisual Institute (KAVI)

An audiovisual programme provider must submit a notification to KAVI when beginning to provide audiovisual programmes. The notification must be submitted if programmes are provided for economic purposes and on a regular basis.¹ The provider shall pay an annual supervision fee based on the method and locality of offering.

The notification is submitted at kavi.fi/meku/kuvaohjelmat/tarjoajaksi-ilmoittautuminen (only in Finnish or Swedish).

If the audiovisual programme provider provides only programme content exempt from classification and marking obligation, no registration is obligated, nor is the supervision fee charged.

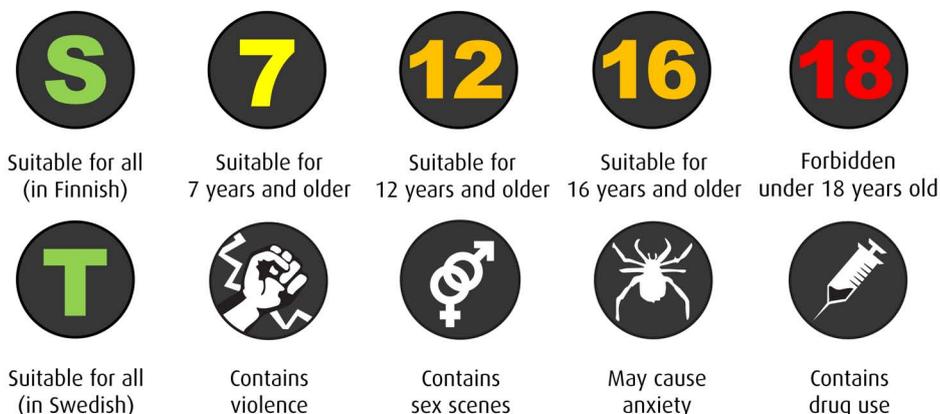
Regarding on-demand services, the annual supervision fee for providing audiovisual content is EUR 400.

The age limits and content symbols of classified audiovisual programmes

Persons under 18 years of age may only be provided an audiovisual programme if it is classified, unless the programme has been exempt (Section 9-11 of the Act) from the classification obligation. Symbols representing the age limit and the detrimental content must be visible in the audiovisual programme or in connection to it.

The content symbols represent the basis for the age limit, i.e. the subject of the content detrimental to children. Content detrimental to children may include violence, sexual content, issues causing anxiety or other content similar to these (use of illegal drugs/intoxicants).

The age limit and content symbols are as follows:



¹ The registering and fee payment obligation does not apply to e.g. an organiser of an individual provision of an audiovisual programme or a bus operator, who shows audiovisual programmes in his charter buses. However, all the other regulations of the law, such as the obligation to classify and mark and to abide by the age limits, are still valid for occasional presentations as well.

Audiovisual programme providers may draw up codes of conduct to promote best practices for providing audiovisual programmes and media education. KAVI may ensure that they comply with the Act.

If a programme has been classified by the Finnish Board of Film Classification before 2012, the old age rating decision is valid, but it has to be converted to the new age categories. 11 and 13 ratings are replaced with 12 and the 15 rating with the rating 16 (check [the database](#)).

Compliance with the age limit of an audiovisual programme

It is prohibited to provide an audiovisual programme that has the age limit of 18 to minors. An audiovisual programme provider must also ensure that an audiovisual programme with an age limit of 7, 12 or 16 is not available for viewing by children younger than the age limit unless a descrambling device or a user-code is required when using an on-demand service.

Measures for ensuring this include: making the programme available in such a way that a service that can be used to prevent the programme from being viewed is offered in connection with the service. Provision of an 18 rated programme is allowed only when strong electronic verification is used to verify the age of the recipient. For more information on suppliers of strong verification services, contact the Finnish Communications Regulatory Authority, www.ficora.fi

KAVI supervises providers' compliance with the Act. The Institute may impose a conditional penalty payment if the provider, despite requests, refuses to fulfill the obligations as regulated by Section 6 of the Act.

Classification of audiovisual programmes

KAVI maintains and develops an online classification system for audiovisual programmes, but classification of programmes is mostly the responsibility of autonomous and independent audiovisual programme classifiers who are trained and certified by KAVI. KAVI supervises their operations. KAVI keeps a registry of all the certified classifiers.

A fee for use of the classification system for audiovisual programme is charged. (See [Fees](#).) An audiovisual programme provider must register all classified audiovisual programmes before they are provided to the public, unless they have already been registered by another provider. The registration obligation is carried out in connection with the classification. Each audiovisual programme² is registered just once.

Example: A film is exhibited to the public in Finland for the first time in cinemas. The film is classified and its age limit and content data is registered on the KAVI audiovisual programme database by an audiovisual programme classifier. Then other providers of that particular film (television, DVD distributors, etc.) shall use the age rating and content symbols found in the database to mark the film before providing it to the public.

Audiovisual programme exempted from classification

Audiovisual programmes with content meant explicitly for adult audiences can be provided to the public without classification. Explicitly in this case means that the content of the program, e.g. violence, sexual content, or content which may cause anxiety or similar, would be detrimental to children. This means that programmes such as *Little House on the Prairie* or *MacGyver* cannot be distributed with the 18 rating.

² Film, television programme, game or other moving picture content meant for viewing, which has been created by electronic means.

An unclassified audiovisual programme meant explicitly for an adult audience must be marked with the following 18 symbol:



Audiovisual programme providers must annually provide KAVI with a list of the titles of unclassified 18 audiovisual programmes they have provided during the calendar year. The information must be submitted by the end of January the following year.

A programme provided without classification and marking

An audiovisual programme is exempted from classification and labelling if it:

1. includes nothing but educational or cultural material;
2. includes nothing but music, sport or replications of sports, cultural events, religious services or other similar events;
3. includes nothing but hobby crafts, well-being, discussions, games and play, fashion, gardening, construction, cooking, interior decoration, quiz shows or other similar themes provided to people of all ages;
4. includes nothing but marketing material for goods or services (excluding marketing materials for audiovisual programmes);
5. includes nothing but informative material about ideological or political operations;
6. includes topical news material;
7. is a live transmission.

Additionally, programmes can be provided without a classification if it:

- 1) is made accessible in an online publication referred to in the Act on the Exercise of Freedom of Expression in Mass Media (460/2003) and has been produced or acquired in connection with the editing of the publication;
- 2) is made accessible in a service providing programmes produced by private individuals and has been produced as a hobby by a private individual;
- 3) is provided as a part of educational or other cultural activities and has been produced in connection with such activities;
- 4) is a game which has been made accessible in a service that provides games, and the service provider complies with the codes of conduct that they have drawn up for the said service and that have been inspected by KAVI.

Scope of application of the Act on Audiovisual Programmes

The Act on Audiovisual Programmes applies to the audiovisual programme provision and its supervision in Finland, provided that the programmes are provided by television operations or by on-demand service subject to the Information Society Code (917/2014 English).

The Act applies to other audiovisual programme provision and its supervision in Finland if:

1. the programmes are provided by an association or entrepreneur registered in Finland or with offices in Finland;
2. the programmes are provided by a Finnish citizen or a person with permanent residence in Finland; or
3. the decision on the provision of programmes has been made in Finland.

An audiovisual programme that is included in programming originating outside Finland and is provided in Finland simultaneously with the original transmission is only subject to the provisions of section 4 (1—3) and sections 7 and 25—29.

These instructions are based on the Act on Audiovisual Programmes (710/2010, www.finlex.fi)

Further information:

Department for Media Education and Audiovisual Media

kavi.fi/en/meku, or

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