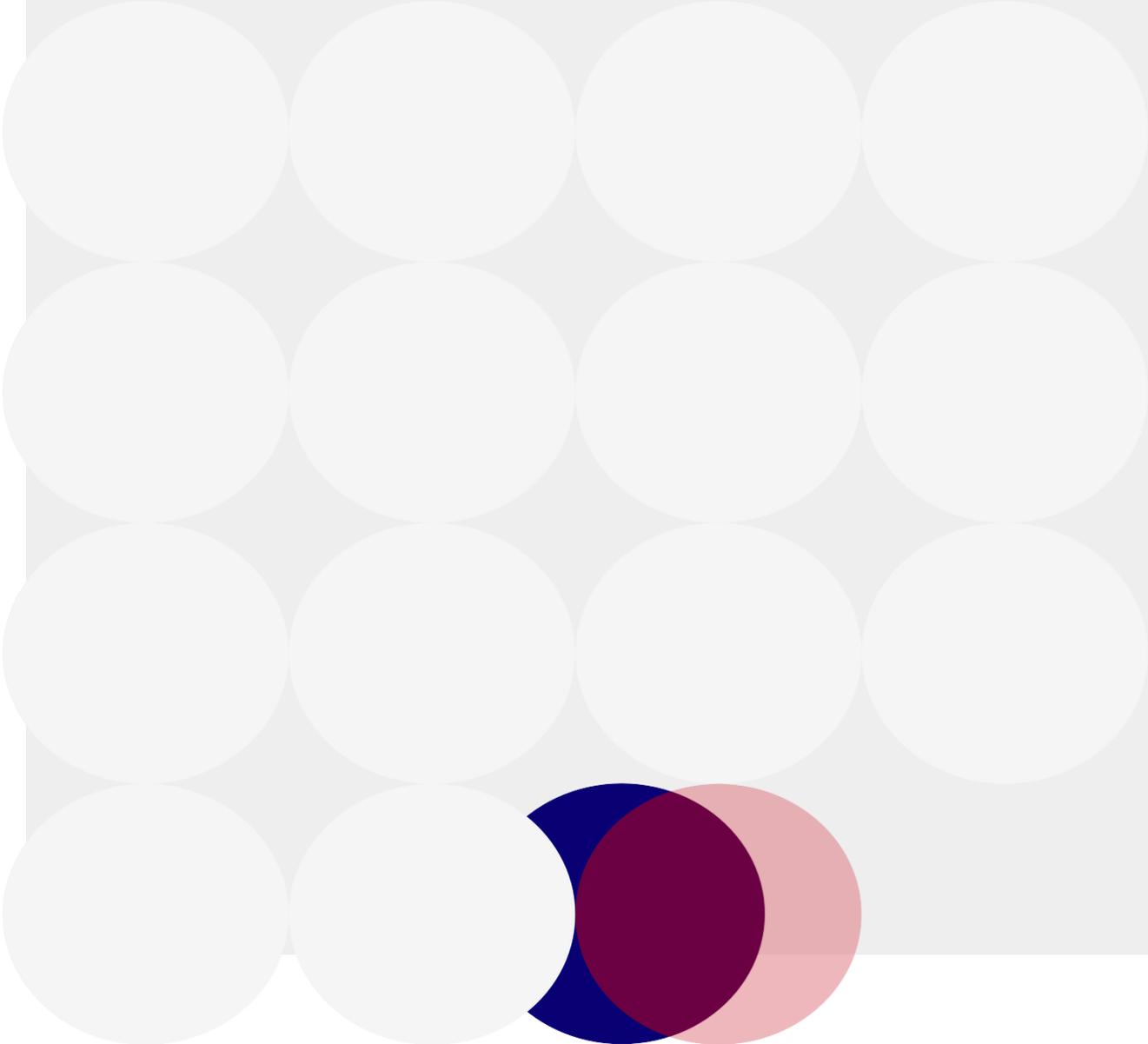


# GUIDE FOR ONLINE CONTENT CREATORS



## Obligations



### Reporting the service to the National Broadcasting Council (free of charge)

You must register all your social media channels/profiles with video content no later than 14 days before the date of commencement of public provision of the service.

Application form, together with instruction:  
[gov.pl/web/krrit/formularze-zgloszenia-o-wpis-do-wykazow-vod-i-vsp](http://gov.pl/web/krrit/formularze-zgloszenia-o-wpis-do-wykazow-vod-i-vsp)



### Submitting a report on the fulfilment of statutory obligations

The report for the previous year must be sent to the National Broadcasting Council by the end of March each year.

The reporting form with a report template: [gov.pl/web/krrit/wzor-sprawozdania-podmiotu-dostarczajacego-audiowizualne-uslugi-medialne-na-zadanie](http://gov.pl/web/krrit/wzor-sprawozdania-podmiotu-dostarczajacego-audiowizualne-uslugi-medialne-na-zadanie)



### The submission of a tax return with information on annual revenues and costs

A copy of the tax return, together with information on annual revenues and costs relating to individual media services, must be submitted annually to the KRRiT office within 15 days of the date of submission to the tax office.



### Storage of copies of deleted programmes, commercial communications and other communications made available to the public

A copy of the materials must be kept for at least 28 days after they are removed from the catalogue or become unavailable.



### Providing users with easy, direct and permanent access to information, enabling the identification of the service and the entity providing the on-demand audiovisual media service and other information specified in the Act.

Does not apply to services with fewer than 2 million users.



### Classification and labelling of content in specific age categories

Categories specified in detail in the KRRiT Regulation:

[gov.pl/web/krrit/akty-prawne2](http://gov.pl/web/krrit/akty-prawne2)



### Promoting European programmes

Legal exemptions:

- exclusively non-European programmes
- micro-entrepreneurs



### Ensuring accessibility of broadcasts for persons with disabilities

Does not apply to services with fewer than 2 million users.



### Clear labelling of advertisements and other commercial communications



**Designation of the National Broadcasting Council as the competent authority in matters relating to on-demand audiovisual media services and provision of information that it is subject to the jurisdiction of the Republic of Poland**



## Legal Basis

Act of 29 December 1992 on Radio and Television, referred to as the Broadcasting Act (Journal of Laws of 2022, item 1722, and of 2024, items 96 and 1222, hereinafter referred to as: (B.A.)).

Directive (EU) 2018/1808 of the European Parliament and of the Council of 14 November 2018 amending Directive 2010/13/EU on the coordination of certain provisions laid down by law, regulation and administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive).

## Legal framework

The regulations obliged providers of on-demand audiovisual media services (including online creators running their own video channels) and video sharing platform providers to report these services to the Chairman of the National Broadcasting Council.

Directive (EU) 2018/1808 of the European Parliament and of the Council of 14 November 2018 amending Directive 2010/13/EU. The Directive clearly indicated the need to also regulate entities that place their video content on video-sharing platforms (such as YouTube, Instagram, TikTok, Kick, etc.).

## Who is affected by these obligations

Internet creators who conduct business activities and publicly share audiovisual (video) content on video sharing platforms (YouTube, Instagram, TikTok, Facebook, etc.) as part of accounts, profiles, etc.

## Who is not affected by the obligations

Any online creator who does not run a business (e.g. runs an unregistered business, provided that the income obtained does not exceed 75% of the minimum wage in any month) is exempt from the above obligation.

## Prohibited content

- This includes calling for hatred or violence, discriminating on the basis of gender, race, skin colour, ethnic or social origin, genetic characteristics, language, religion, political opinions, nationality, membership of a national minority, property, birth, disability, age, or sexual orientation; and inciting terrorist offences.
- This includes pornographic content and content that unjustifiably exposes violence (published without effective safeguards to prevent underage internet users from accessing such content).
- Advertisements for cigarettes, alcohol, gambling, psychotropic substances, intoxicants and other products that are prohibited by law.

## Benefits for regulated online content creators



**The reported services appear in a list of services maintained by a public institution**

These include YouTube channels, Instagram accounts and TikTok profiles.



**In the event of unjustified prevention by the video platform provider of the publication of the creator's materials, the creator may lodge a complaint with the National Broadcasting Council (KRRiT).**



**Information about services can also be found on European creator lists.**

[mavise.obs.coe.int](https://mavise.obs.coe.int)

Correspondence should be sent to the National Broadcasting Council via the [ePUAP](#), eDoręczenia platforms or by post.

Information on regulations can also be found on the National Broadcasting Council's (KRRiT) website, in the 'VOD and VSP' tab: [gov.pl/web/krrit/dostawcy-vod1](https://gov.pl/web/krrit/dostawcy-vod1)

Adres do doręczeń:

**Krajowa Rada Radiofonii i Telewizji**  
**Skwer kard. S. Wyszyńskiego 9**  
**01-015 Warszawa**



e-Doręczenia

eDoręczenia:

**AE:PL-53842-30308-VVFFS-28**

[gov.pl/web/krrit](https://gov.pl/web/krrit)



**ePUAP**

ePUAP:

**LINK**

[instagram.com/krrit.gov.pl](https://instagram.com/krrit.gov.pl)



[facebook.com/KRRiT](https://facebook.com/KRRiT)

