**[Your Name]**
[Your Address]
[Your Email]
[Your Phone Number]
[Date]

**Deputy [TD’s Name]**
Dáil Éireann
Leinster House
Kildare Street
Dublin 2

**Re: Urgent Need to Implement the AVMS Levy**

Dear Deputy [TD’s Name],

I am writing to you as a constituent and a professional writer working in Ireland’s screen and cultural sector. I urge you to support the immediate implementation of the **Audiovisual Media Services (AVMS) Levy**, as provided for under Article 13(2) of the **AVMSD** (Directive (EU) 2018/1808).

The aim of the levy is to ensure that major streaming platforms contribute to the domestic content sector. This delay is putting our creative industries — and the livelihoods of Irish writers, directors, producers, and performers — at a serious risk.

Sixteen member states of the EU have enacted a levy and this has not led to an increase in costs, Denmark a country similar in size has introduced at 5% levy and their Netflix charges are less than Ireland, €19.99 vs €23.99 in Ireland.

Our creators are ambitious, their talent is being recognised on the global stage and they want to stay in Ireland to help build a sustainable creative industry here in their native country. A fund which supports high value content, developed and created in Ireland aimed at domestic and international audiences will help deliver this vision, bringing Irish stories to international content providers and will give a return to Irish and International audiences from their investment in these platforms and will have significant extra benefits such as screen tourism.

The AVMS levy would help secure vital investment in homegrown storytelling, foster sustainable careers for Irish talent, and ensure that Irish culture is created here.

As a member of the Writers Guild of Ireland, I can see firsthand the potential this levy holds to support new and diverse voices, protect jobs, and build long-term creative infrastructure. It is not only a cultural imperative — it is an economic and employment issue for hundreds of workers like me.

I ask you to raise this matter with the Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media and to support a clear timeline for the rollout of the levy without further delay.

Thank you for your time and for your support of Ireland’s creative community.

Yours sincerely,
**[Your Name]**