



Video-sharing platforms and commercial communications

Sally Broughton Micova

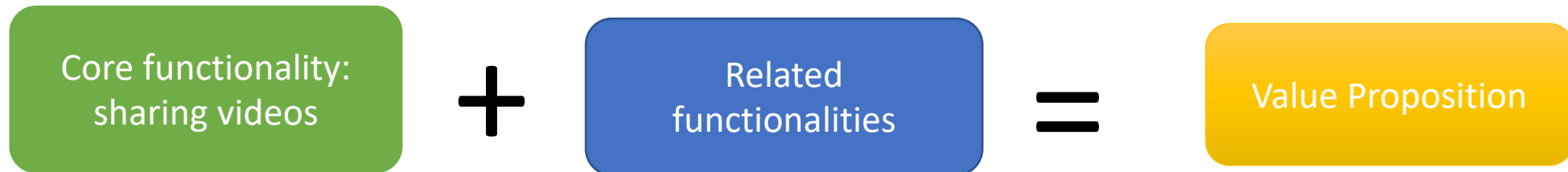
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UEA University of
East Anglia

s.broughton-Micova@uea.ac.uk
@broughtonmicova

VSP Functionalities

- Definition: principal purpose or a dissociable section of it is to provide programmes and/or user-generated content to the public, or if such provision is an “essential functionality” of the service
- Linked to economic activity of platform, monetization and tools



VSP Obligations: commercial communications

For commercial communications that they market or arrange themselves, as well as any that they do not.

No surreptitious or subliminal

No affronts to dignity or discrimination

No alcohol advertising to minors or medicinal products where not allowed

No physical, mental or moral detriment to minors

No tobacco advertising

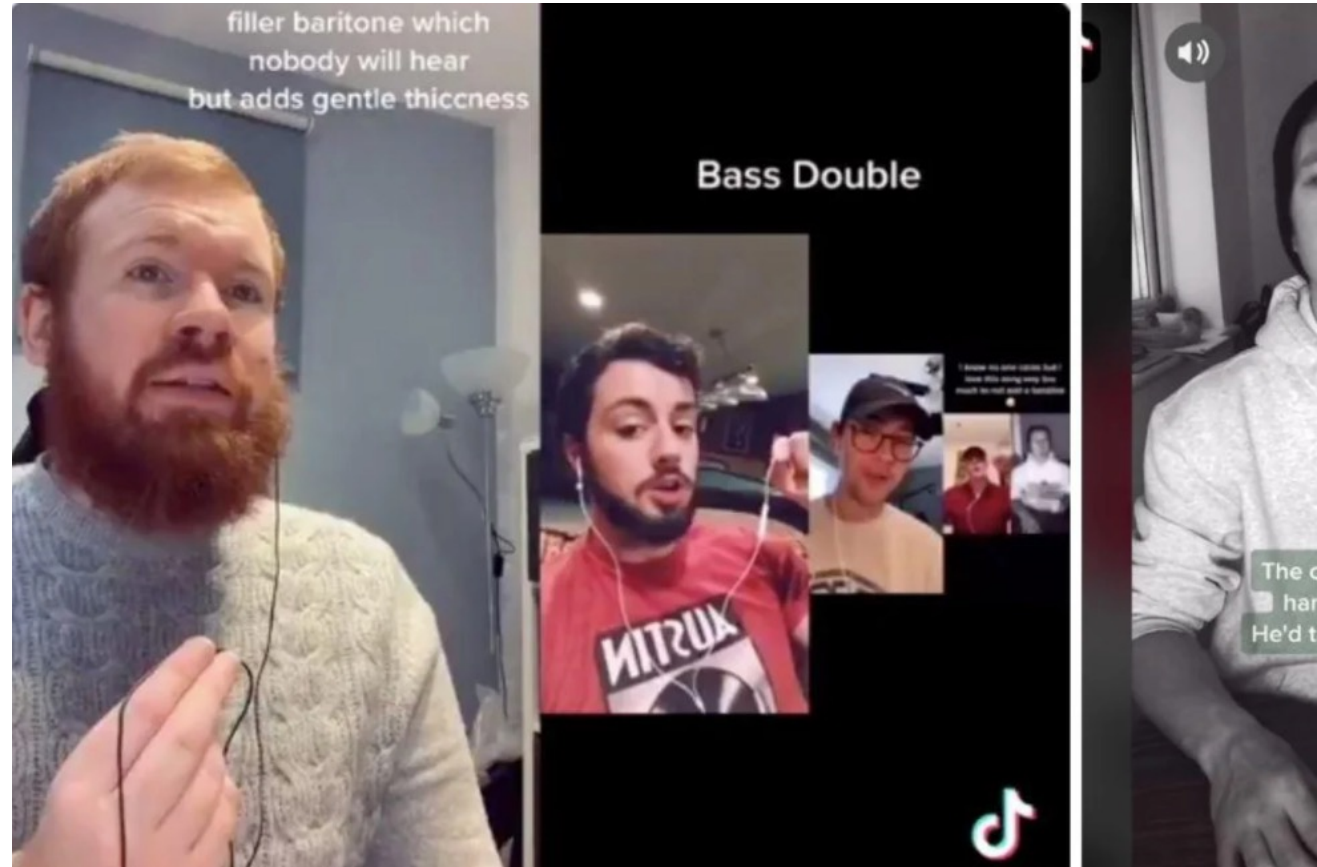
No encouraging behaviour that is unhealthy, unsafe, or damaging to environment

Must clearly inform users where programmes and user-generated videos contain audiovisual commercial communications

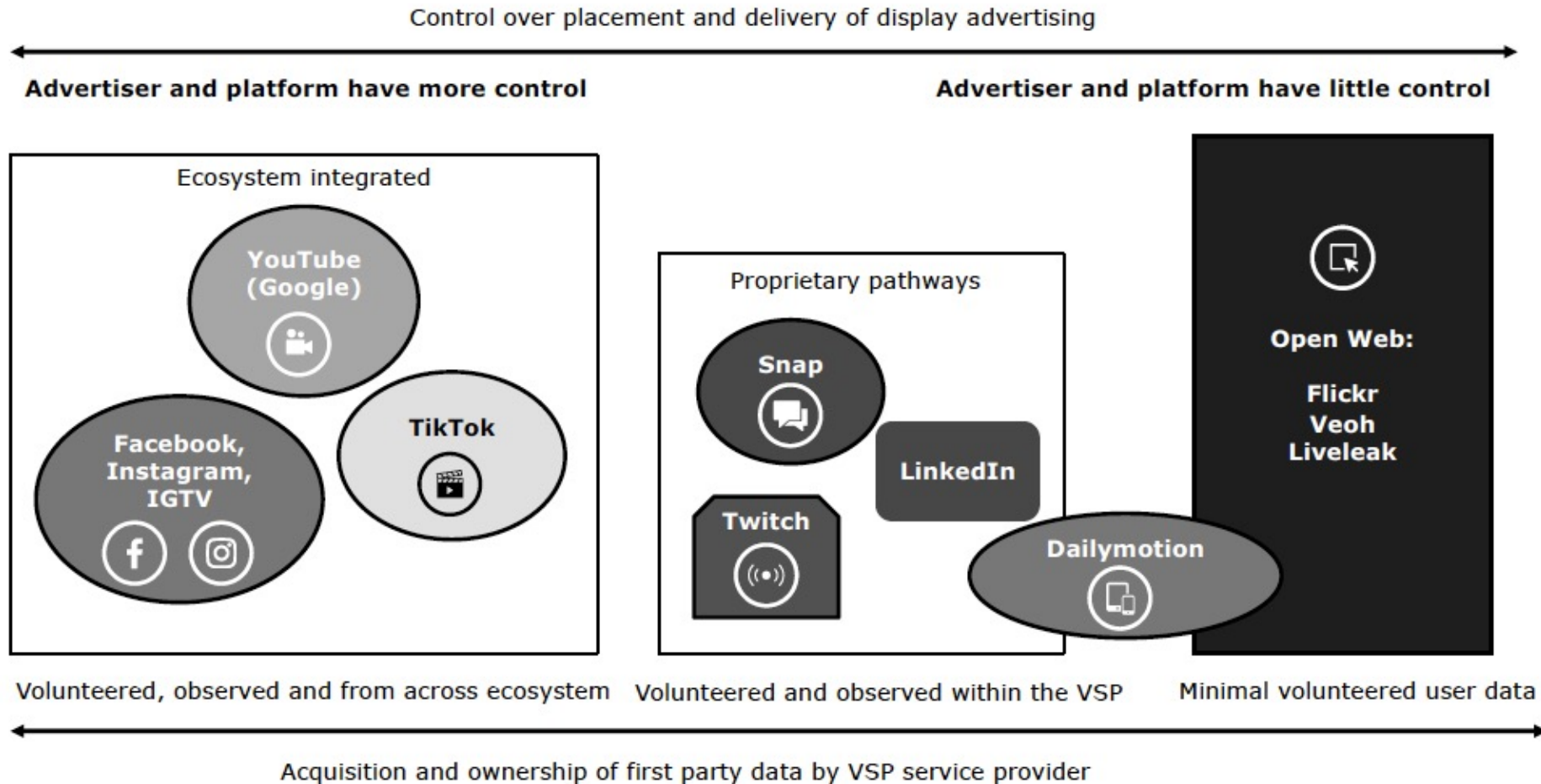
Should engage with codes on HFSS food & beverage

Types of functionalities

- Creator-facing
- Advertiser-facing
- Audience-facing

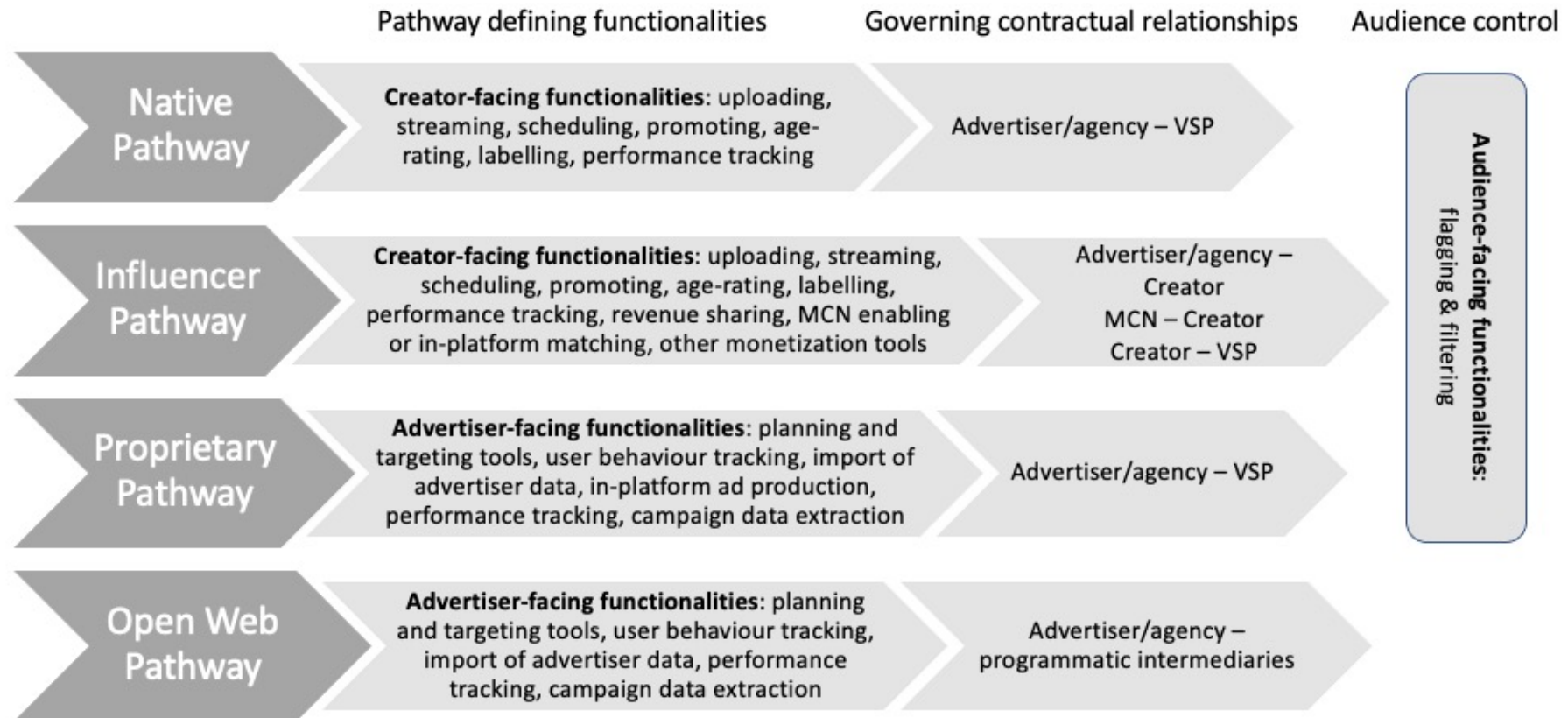


Pathways for VSPs offering display commercial communications inventory



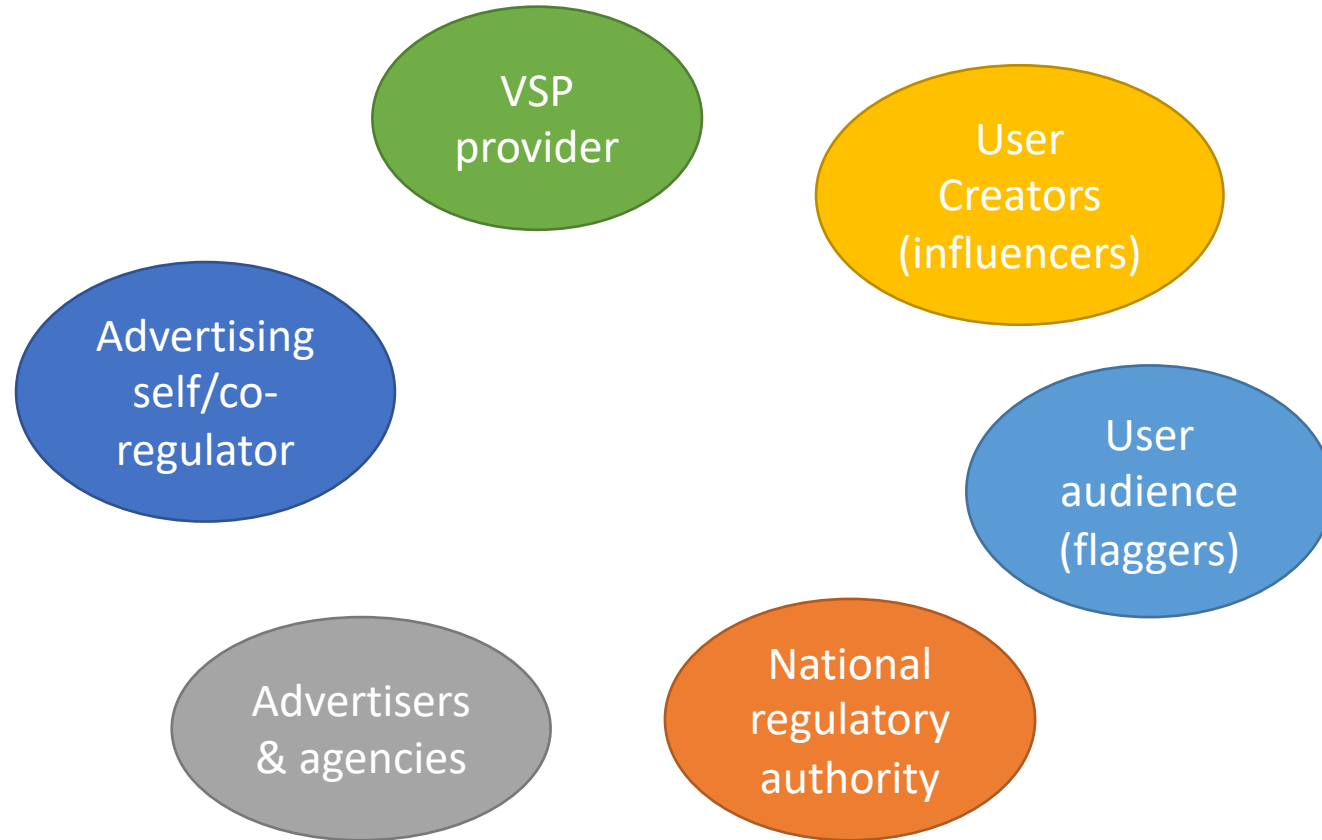
Source: Broughton Micova, S. & Kostovska, I. (2021 in press) Advertising funded video-sharing platforms under the revised AVMSD: Commercial communication functionalities. *Journal of Digital Media and Policy* 12(3)

Purchasing pathways' defining functionalities and control points



Source: Broughton Micova, S. & Kostovska, I. (2021 in press) Advertising funded video-sharing platforms under the revised AVMSD: Commercial communication functionalities. *Journal of Digital Media and Policy* 12(3)

Implementation?



Procedural
accountability & due
diligence –
Which procedures?
Assessing diligence?