Video-sharing platforms and commercial communications

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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

Core functionality: sharing videos + Related functionalities = Value Proposition
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

Compiled from AVMSD Articles 28b and 9(1)
Types of functionalities

- Creator-facing
- Advertiser-facing
- Audience-facing
Pathways for VSPs offering display commercial communications inventory

Purchasing pathways’ defining functionalities and control points

Implementation?

- VSP provider
- User Creators (influencers)
- User audience (flaggers)
- National regulatory authority
- Advertisers & agencies
- Advertising self/co-regulator

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