

# Overview of co- and self-regulatory commitments

Workshop of the European Audiovisual Observatory and the European Platform of Regulatory Authorities

“Empowering users: rating systems, protection tools and media literacy across Europe”



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# I. Introduction



- **AVMS Directive 2010/13/EU** encourages Member States to use co- and self-regulation
- Both instruments can play an important role in delivering a high level of consumer protection
- Implementation in accordance with the different legal traditions of the Member States
- Measures are more effective if they are taken with the active support of the service providers themselves – in particular in the emerging audiovisual media services sector

# II. Definition of Co- and Self-Regulation



- Self-Regulation:
  - a type of **voluntary initiative** which enables economic operators, social partners, non-governmental organisations or associations to adopt common guidelines amongst themselves and for themselves
  - **complementary** method of implementing certain legal requirements
  - it should **not** constitute a **substitute** for the obligations of the national legislator
  
- Co-regulation:
  - **legal link** between self-regulation and the national legislator
  - possibility of **State intervention** in the event of its objectives not being met

# III. Scope of Application



- Different forms of applicability:
  - Linear services (Television)
  - Non-Linear services
  - Audiovisual services as a whole
  - Platform providers
  - Internet Service Providers
  - Combinations

# IV. Common Challenges



- Common challenges of protection tools:
  - Effectiveness
  - Accessibility
  - Awareness
  - Affordability
  - Compatibility with foreign tools
  - Acceptance both of the industry and the audience

# V. Perspectives



- Outcome of the revision of the AVMSD?
- How to deal with cross-border content?
- Pan-European rating system?
- Need for technologically neutral systems?

# Thank you for your kind attention!

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