Mark D. Cole | Christina Etteldorf | Carsten Ullrich

# UPDATING THE RULES FOR ONLINE CONTENT DISSEMINATION

Legislative Options of the European Union and the Digital Services Act Proposal





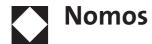
# SCHRIFTENREIHE MEDIENFORSCHUNG

**BAND 83** 

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#### Landesanstalt für Medien NRW

Sabrina Nennstiel (Leiterin Kommunikation) Dr. Meike Isenberg (Leiterin Forschung) Zollhof 2, 40221 Düsseldorf

www.medienanstalt-nrw.de

**The Deutsche Nationalbibliothek** lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available on the Internet at http://dnb.d-nb.de

ISBN 978-3-8487-8184-3 (Print) 978-3-7489-2593-4 (ePDF)

#### **British Library Cataloguing-in-Publication Data**

A catalogue record for this book is available from the British Library.

ISBN 978-3-8487-8184-3 (Print) 978-3-7489-2593-4 (ePDF)

#### Library of Congress Cataloging-in-Publication Data

Cole, Mark / Etteldorf, Christina / Ullrich, Carsten
Updating the Rules for Online Content Dissemination
Legislative Options of the European Union and the Digital Services Act Proposal
Mark D. Cole / Christina Etteldorf / Carsten Ullrich
241 pp.

Includes bibliographic references.

ISBN 978-3-8487-8184-3 (Print) 978-3-7489-2593-4 (ePDF)

Volumes 1–48 published by VS-Verlag, volumes 49–80 published by VISTAS Verlag.



Onlineversion Nomos eLibrary

Published by Nomos Verlagsgesellschaft, Baden-Baden, Germany 2021. Printed and bound in Germany.



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1st Edition 2021

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#### Vorwort

The European Union is based on common values with peace and freedom at the heart. In the reverse, safeguarding this freedom requires rules based on these values. The enforcement of the standards of a free media order in Europe is up to us as independent regulators.

In its study "Cross-Border Dissemination of Online Content" conducted on behalf of the State Media Authority NRW last year (Schriftenreihe Medienforschung der Landesanstalt für Medien NRW, Band 81), the Institute of European Media Law (EMR) explored the legal framework and possible future regulation of the media environment in the EU. It mainly identified areas that need an update to be able to face modern developments in the media sector as well as media regulation.

Today, one year later, the European Commission published a concrete proposal for a possible future regulation of the digital world. The proposed Digital Services Act marks a first European attempt to overhaul the current legal framework. As such, it bears the potential to reduce uncertainty and to make cross-border enforcement more effective. But has the European Commission achieved this? What are the positive aspects, what are the weak points of the proposed regulation?

This study is based on its predecessor and analyses whether the European Commission's proposal improves the identified shortcomings of the existing legal framework. From a media law perspective, the study assesses in particular if the heart of the media market – the Country of Origin principle – is sufficiently safeguarded, if liability and responsibilities of the service providers have been improved and if the envisaged supervisory structure makes cross-border law enforcement more effective.

Down the road, the motto remains the same: Inactivity is not an option. I want to thank Prof. Dr. Mark D. Cole and his team for their excellent work and wish you, dear readers, an inspiring lecture.

Dr. Tobias Schmid

Director of the State Media Authority of North Rhine-Westphalia

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### Abbreviations

**ADR** alternative dispute resolution

AfP Zeitschrift für Medien- und Kommunikationsrecht

AG Advocate General

Art. Article

**AVMS** audiovisual media service(s)

**AVMSD** Audiovisual Media Services Directive

BEREC Body of European Regulators for Electronic Communication

B2B business-to-business
B2C business-to-consumer

cf. confer/conferatur (Latin) / compare
CFR Charter of Fundamental Rights of the EU
CJEU Court of Justice of the European Union

CLR California Law Review

CMA Competition and Markets Authority

COM Communication country of origin

**CPC** Consumer Protection Cooperation

CYELP Croatian Yearbook of European Law and Policy

C- Case-

DMA Digital Markets ActDNS Domain Name SystemDSA Digital Services Act

DSC(s) Digital Services Coordinator(s)

DSGVO Datenschutz-Grundverordnung

DSMD Digital Single Market Directive

EBDS European Board of Digital Services

ECD European Commission
ECD e-Commerce Directive

**ECN** European Competition Network

**ECHR** European Convention on Human Rights

ECtHR European Court of Human Rights

ed(s). editor(s)

EDPB European Data Protection Board

#### Abbreviations

e.g. exempli gratia (Latin) /for example, for instance

EJLT European Journal of Law and Technology

**EMR** Institute of European Media Law

**EP** European Parliament

**EPRS** European Parliamentary Research Service

**ERGA** European Regulators Group for Audiovisual Media Services

et al. et alia (Latin) / and others

et seq. et sequens/sequentes (Latin) / and the following

EU European Union

**EuR** Europarecht (Zeitschrift)

European Union Agency of Law Enforcement Cooperation

EUV Vertrag über die Europäische Union

**EuZW** Europäische Zeitschrift für Wirtschaftsrecht

GDPR General Data Protection Regulation
GmbH Gesellschaft mit beschränkter Haftung

HBI Hans Bredow Institut

HLEG High Level Expert Group

IAP Internet Access Provider

i.e. that is

IJLIT International Journal of Law and Information Technology

IMCO Committee on the Internal Market and Consumer Protection

IMI Internal Market Information System

INHOPE International Association of Internet Hotlines

IPR Internet Policy Review
ISS Information Society Services

ISSP Information Society Services Provider

IT Information Technology

JIL Journal of Internet Law

JIPITEC Journal of Intellectual Property, Information Technology and Electronic

Commerce Law

**KYC** know your customer lit. litera (Latin) / letter

MJ Maastricht Journal of European and Comparative Law

**NetzDG** Netzwerkdurchsetzungsgesetz

no. number

**NRA**(s) National Regulatory Authority(ies)

NTD notice and take down

**OCSSP**(s) online content-sharing service provider(s)

#### Abbreviations

**OECD** Organisation for Economic Co-operation and Development

OJ/OJEU Official Journal of the European Union
OJ C Official Journal – Information and Notices

OJ L Official Journal – Legislation

p. page(s)para. paragraph

P2B platform-to-business
REC Recommendation

SME small and medium-sized enterprises

**SPoC** Single Point of Contact

S.R.L. Société à Responsabilité Limitée / limited liability company

supra ut supra / as abovesubpara. subparagraph

SWD staff and joint staff working documents

TEC Treaty establishing the European Community

**TERREG** Regulation on preventing the dissemination of terrorist content online

TEU Treaty on European Union

**TFEU** Treaty on the Functioning of the European Union

TRIS Technical Regulation Information System

TV television

**UCPD** Unfair Commercial Practices Directive

**UFITA** Archiv für Medienrecht und Medienwissenschaft

URL Uniform Resource Locator

US United States

v. versus

**VLOP(s)** very large online platform(s)

VoD Video on Demand

Vol. Volume

VSP(s) video-sharing platform(s)
WTO Wold Trade Organization

WP Working Paper