

SCHRIFTENREIHE
MEDIENFORSCHUNG

BAND 83

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



LANDESANSTALT FÜR MEDIEN NRW
Der Meinungsfreiheit verpflichtet.



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Landesanstalt für Medien NRW

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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
COO	country of origin
CPC	Consumer Protection Cooperation
CYELP	Croatian Yearbook of European Law and Policy
C-	Case-
DMA	Digital Markets Act
DNS	Domain Name System
DSA	Digital Services Act
DSC(s)	Digital Services Coordinator(s)
DSGVO	Datenschutz-Grundverordnung
DSMD	Digital Single Market Directive
EBDS	European Board of Digital Services
EC	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)
Europol	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)

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 above
subpara.	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	World Trade Organization
WP	Working Paper

