

How harmful information may spread if Article 17 EMFA becomes EU law...

BREAKING NEWS

#1 Video with gun shooting

A local newspaper, a recognised media service provider (MSP) under the EMFA, posts a video of lethal gun shooting on its website and writes an article about it.

A true story



#2 Repost

The article is picked up by a politician, with over 2 million followers, who shares it on social media along with the video of the victims.

#3 Access restriction

The VLOP is made aware of the harmful content and wants to restrict access to the video on its service to adult users only.

18+

#4 Art. 17 - 24 hours

Because of Article 17, the VLOP has to justify the reasons for moderating the content to the MSP. The MSP has 24 hours to respond.

24 HOURS

The harmful content remains online without any moderation...

#5 Viral spread

24 hours in, the content is still visible to any user and will remain so until a national regulatory authority decides to greenlight the VLOP's decision.



You decide how it ends!

To comply with the DSA, content moderation is required

Article 17 makes it impossible and there is no justification for that.

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European Media Freedom Act

Article 17

What is the European Media Freedom Act?

- Proposed in September 2022, the EMFA includes safeguards against political interference in editorial decisions, tackles the independence of public service media and fosters transparency of media ownership.
- Our sector is particularly concerned by Article 17 of the proposal which targets online services and establishes additional obligations on the treatment of media service providers' content on Very Large Online Platforms (VLOPs).

Why is article 17 problematic?

- Article 17 EMFA undermines the Digital Services Act (DSA) by creating a special status solely for media service providers (MSPs) and by assuming the content they will publish online will never be harmful.
- There is no need to create an additional mechanism in EU law for a specific type of users because the DSA already provides the tools to all users, including media, to challenge content moderation decisions.
- Article 17 opens the door to a ban on moderating MSPs' content online and to a must-carry obligation for VLOPs. This is problematic because the nature of the content provided by MSPs can be harmful (e.g. disinformation or inappropriate content for certain audiences).

You decide how it ends!

- Reject any proposal that would re-introduce a media exemption, in line with the European Parliament's stance during the DSA in January 2022.
- Support the amendments which safeguard the possibility for VLOPs to tackle harmful and infringing content on their services.