Meeting with ███████ - Paramount, 13 July 2022, 16:00

Participants:

Paramount :

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Commission:
- Werner Stengg, CAB of EVP Vestager
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Topics: DSA, DMA, AI Act

Paramount opened the meeting with a short introduction to the company and highlighted the important work done by the EU. It noted that in several digital policy areas the EU was ahead of the US, and that it would likely learn from and possibly emulate certain aspects. They said that while broadcasters and streamers are used to operating in a heavily regulated environment this is less the case for tech companies which historically have a different mindset and approach to regulation. Streaming is heavily regulated in Europe, and variations in national approach to investment obligations are creating challenges.

On DSA, they hope the DSA will progress in regulating platforms. Paramount broadly supported the DSA but was disappointed that the "Know Your Business Customer" requirement was limited to online marketplaces. Requiring ISPs to collect relevant identifying details from all their business customers would be very helpful to the IP enforcement process. In the US, people have started to realise that the big tech companies need regulation and the US has begun to look into the protection of children online.

On DMA, the Commission and Paramount discussed the next steps, including the Commission's informal discussions with the companies, designation of gatekeepers and enforcement. Paramount supported and welcomed the DMA, and said that it could be helpful for them.

On AI, Paramount and the Commission discussed the possible impacts of the AI Act on media companies. In particular, whether measures to tackle deep fakes could impact special effects, as well as European Parliament discussions around recommender systems and targeted advertising. Paramount welcomed the Commission's risk-based approach and noted that amendments in the Parliament that excluded creative or fictional cinematographic and analogous work from extensive transparency measures seemed sensible. The Commission took note of the points raised. He explained that not everything goes into the AI unless it is high risk. Deep fake can be high risk, but a movie in a scene is not – it depends on the purpose.