Videoconference with CEOs of public service broadcasters
(DK, Sweden, Finland, Norway, Iceland)
7 May 2020, 09.45-10.15

Broadcasters:

- Welcome DSA initiative on responsibility and competition.
- Strong need for trustworthy information right now. We experience increasing demand for our services.
- We also make content available on social platforms – important to reach especially younger audiences.
- Two main messages from our position paper (“A new Digital framework for Europe”):
  - We need full editorial control over our content. Platforms should not be allowed to change, edit or remove our content.
  - Importance to protect the freedom of speech (and hence the freedom of media).
- We also experience that platforms favour their own content (or content through which they generate more revenues).
- Interested whether would also be considered a dominant platform – not so much for streaming, but for podcasts (which are important to us).

MV:

- Explains rationale behind revision of ECD, ex-ante regulation on fair trading practices for dominant gatekeepers, and the competition tool.
- Need to avoid legislation that only large companies can comply with.
- Self-preferencing will be addressed in the ex-ante regulation.
- The DSA will include obligations on redress (counter-notice procedures), and transparency (e.g. ranking, algorithms). Make it harder for platforms to arbitrarily remove content, without justification.
- Difficult, however, to define whose content can be trusted (and force platforms to carry such content even if their terms of service do not allow this – such as nudity). The situation may be clear for “public broadcasters” on the one extreme, and the “ISIS newsletter” on the other extreme (which may also insist on their “editorial freedom”). However, there is a large grey zone in-between, which would be very difficult to tackle through legislation.
- No complaints so far against...
Invites broadcasters to contribute to our forthcoming public consultations.

Werner Stengg

European Commission
Cabinet of Executive Vice President Margrethe Vestager
B-1049 Brussels/Belgium
@ec.europa.eu