

Meeting between Cabinet Breton and Youtube on audio-visual and media policy – 05/10/2020

Cabinet: A. Skanieczna, F. Chirico

Youtube (Google):

Youtube presented the way they implement the rules on protection of minors, and their future plans. They pointed to a very good experience with the AVMSD directive which they think can be useful for the DSA. Further work is ongoing on strengthening protection of minors through using data mining to establish if the user is a minor (e.g. confirmation data from different sources and previous user's queries) and to better identify - flag - "adult" content.

Youtube shared views on the consultation document for the guidance on Article 17 of the copyright directive as submitted to the Commission. They underlined the proportionality principle and the need to implement the delicate balance of Article 17 as adopted by the co-legislator. Guidance is essential for consistent application of the article 17 in the Digital Single Market. Flagging of exceptions by users can be a good way as the use of content is highly contextualised. They offered to share evidence and data on current experience with copyright content identification. Licensing negotiations are on track with music and audio-visual industry.

Cabinet Breton thanked for the input and informed that the Commission will now analyse the replies submitted to the targeted consultation and produce the guidelines in time for the transposition of the directive.