

# Regulating live-streaming and video sharing platforms in the AVMS market

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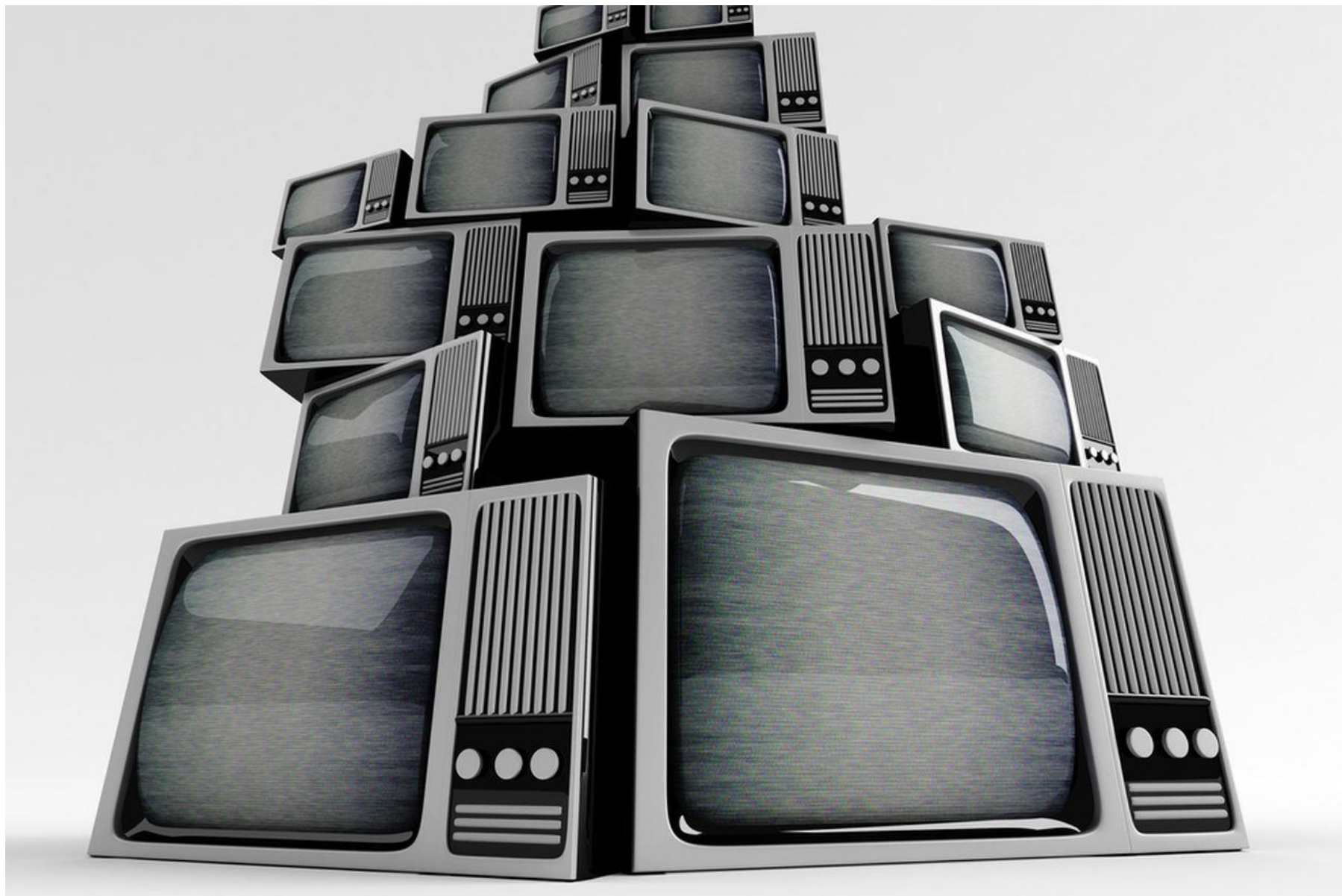
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*SHARE Foundation (Serbia)*



# Previous Thinking

1. When are Online/Citizen Media considered to be a subject to Media Regulation?
2. When are Online/Citizen Media considered to be under AVMSD and Independent Regulator?

## Official/Traditional Media

Media outlets, **subject to media regulation** (print, TV and radio stations and their online versions, registered news websites).

## Online/Citizen Media

Online/citizen media, such as blogs, social media, search engines, aggregators, independent Web portals **liable under general rules.**

**Context: political freedom more important than market**

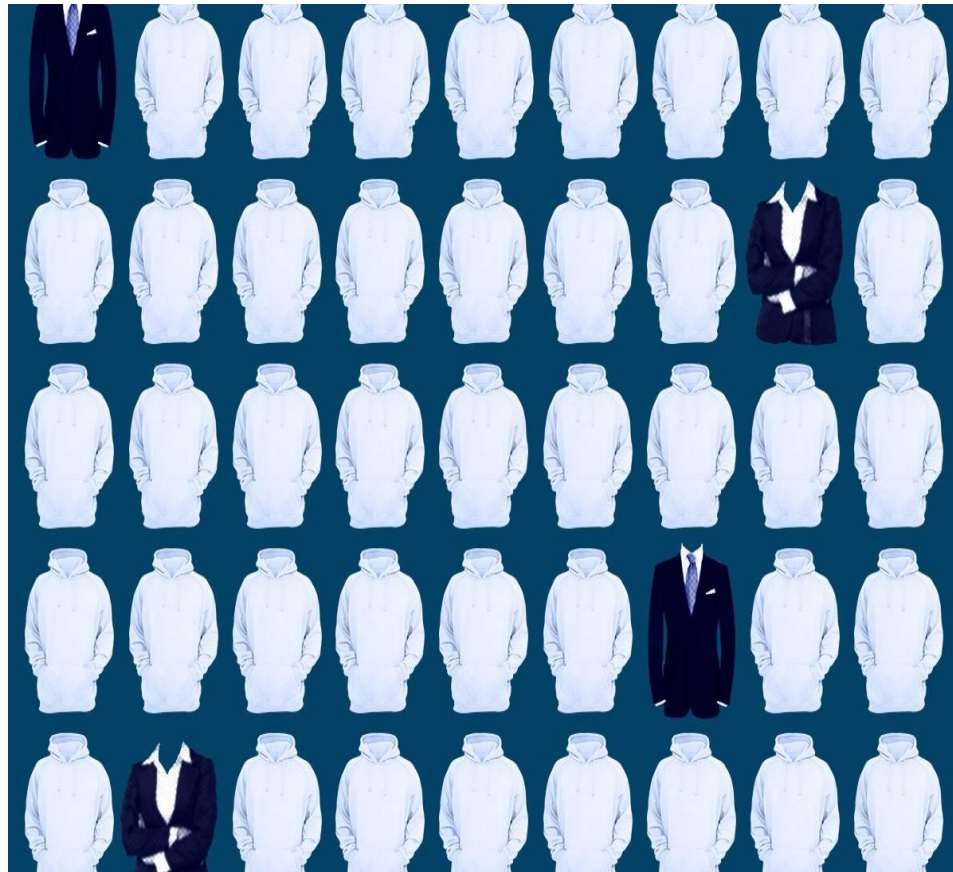
## **Media Benefits**

- Protection of sources
- Protection from endangering security and physical integrity of journalists
- Special defenses
- Access to information and Press credentials for attending events
- Access to state funds for Media

## **Media Responsibilities**

- Higher liability standards - “Responsible journalism”
- Broader liability of the editor, journalist and legal entity behind
- Liability rules for third party content
- Obligation to register
- Other special rules: Advertising, Minors, Copyright etc.

# How to distinguish difference between Media and others?



**Audience or Income?**

# Rise of User Generated Video





# Rise of Video Sharing

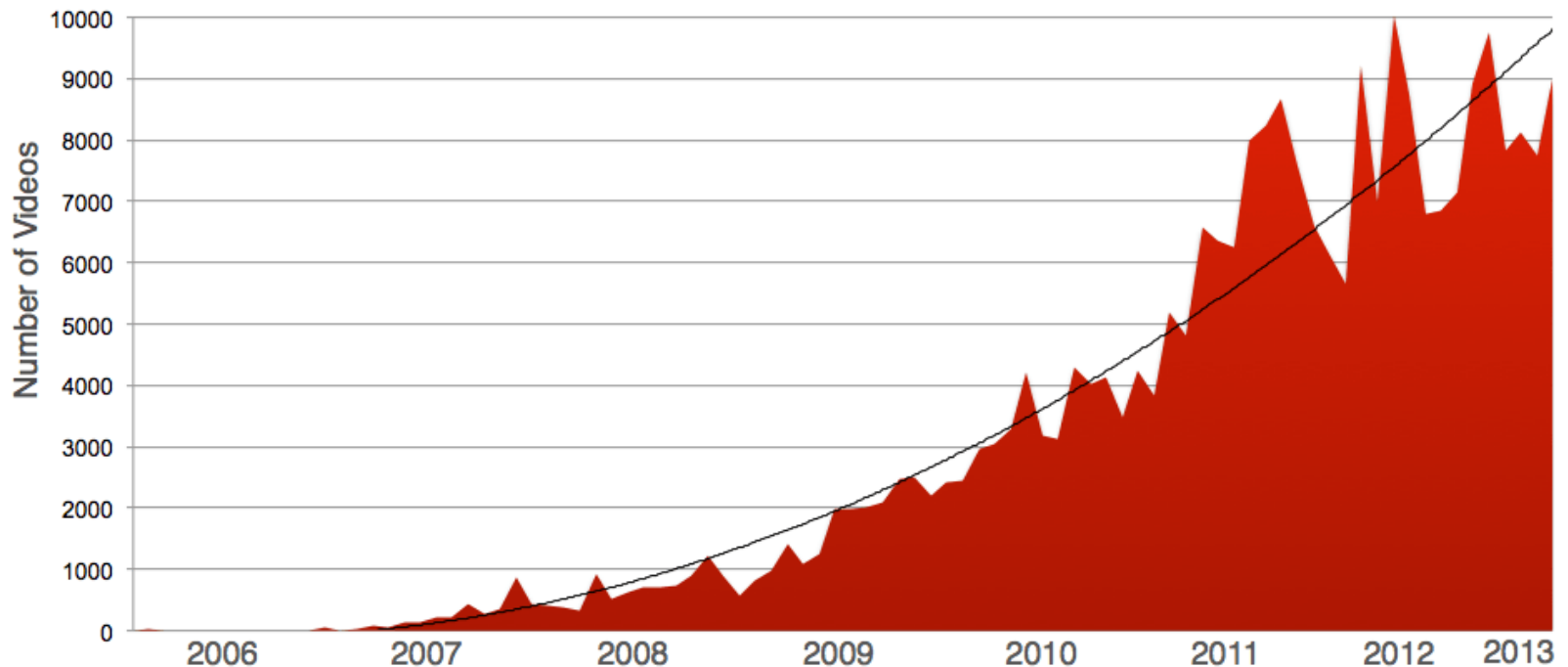
## Platform

### Business video on YouTube is skyrocketing

#### Monthly Videos Published on YouTube

by Global Top 100 Brands

(Source: Pixability Video Radar)



The Top 100 brands have invested approx. \$5.1B in creation of video assets



# New Channels



# New/Old Problems

- Minor protection
- Consumer protection
- Hate speech
- Incitement to violence or hatred

# Scope of regulation?

**Creators/Channels**

**Platforms**



# New Value Production Models





## KAKO MONTIRAMO #1



Yasserstain



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Published on May 23, 2016

Evo ga mali BTS kako montiramo svoje klipove :)

Hvala Atila na pomoći oko sklapanja: [https://www.instagram.com/atila\\_gobor/](https://www.instagram.com/atila_gobor/)

Yasserstain Majice <http://yasserstainmajice.blogspot.rs>

GOTOV VIDEO <https://youtu.be/PYkYXgVizf0>

KAKO SMO GA SNIMILI <https://youtu.be/dZEZQzOq35k>

Facebook <https://www.facebook.com/Yasserstain-...>

Instagram [https://www.instagram.com/yasser\\_stain/](https://www.instagram.com/yasser_stain/)

Video snimljen sa Canon 7D Mark II i Canon 1300D

Grafička karta GTX970



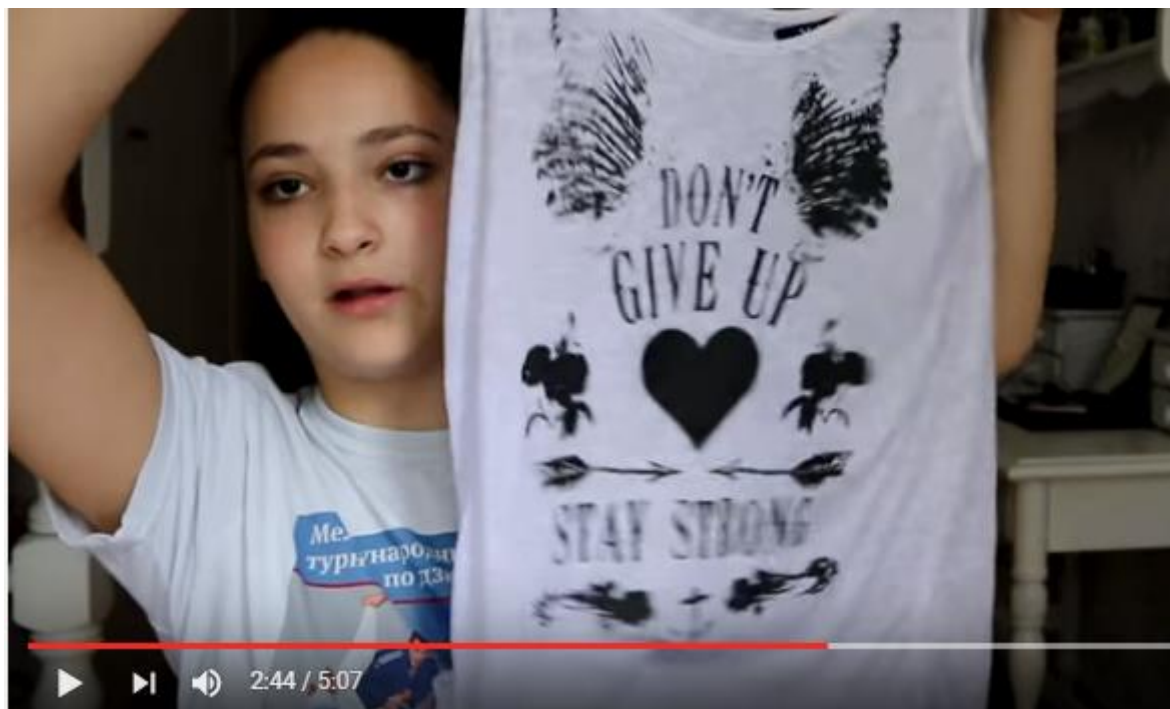
## POKLON PAKET IRINA ŽIVKOVIĆ

V I N A

9 months ago • 303,924 views

Irina Živković YT: <https://www.youtube.com/channel/UC...>

Q/... Irina Živković Instagram: ...



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Size Reference ?

QUANTITY

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Product Details

Return Policy

Display Testing

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- Scoop neckline
- Scooped back
- Letter print design

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1-6 of 24



€7.24



€9.06



€12.70



€9.06





# Reality

- Digital advertising is becoming HUGE
- Video & Live-streaming Channels are competition to “old” AVM Services
- Some Channels are on the B2B market taking directly advertising revenues



# New Problems

- Minor protection
- Consumer protection
- Hate speech
- Incitement to violence or hatred



# Additional Problems

- Minors as business subjects
- Tax issues

# Value Creation Models

## Controlled by the Platform

- partner programs

## Controlled by the Creator

- sponsorships
- advertising and product placement
- affiliate programs

# Idea

**Creators/Channels**



**Platforms**



# Scope of Revised AVMSD

- “As such, channels or any other audiovisual services under the editorial responsibility of a provider may constitute audiovisual media services in themselves, even if they are offered in the framework of a video-sharing platform which is characterised by the absence of editorial responsibility. **In such cases, it will be up to the providers with editorial responsibility to abide by the provisions of this Directive**”

# **The AVMSD should set out guidelines or additional criteria for channels based on:**

1. commercial revenue through sponsorships, advertising and product placement, affiliate programs etc,
2. market relevance when comparing viewership numbers and community.

# Country of origin VS Country of destination principle

**Creators/Channels**

**Platforms**

**Advertisers**





# Country of origin VS Country of destination principle

Creators/Channels



Platforms



Advertisers

