

Q40.

Privacy Notice

1. Information provided through this consultation may include the name, email address, and employer of the respondents, as well as their opinions. It is possible that respondents will volunteer additional identifying information about themselves or third parties.
2. The personal information is processed for the purpose of obtaining the opinions of representatives of organisations and companies as well as citizens to help inform the government's position on the implementation of particular provisions in the amending Audiovisual Media Services Directive (AVMSD). We may also use this personal data to contact respondents in relation to their response.
3. The processing is necessary for the effective performance of a task carried out in the public interest or in the exercise of official authority vested in the Department for Digital, Culture, Media and Sport (DCMS).
4. This is a public consultation, and we intend that the responses to this consultation be made available to the public via the gov.uk website. Information provided in responses may be published or disclosed in accordance with the access to information regimes. These are primarily the Freedom of Information Act 2000 (FOIA), the Data Protection Act 2018 (DPA) and the Environmental Information Regulations 2004 (EIR).
5. If you want the information that you provide to be treated as confidential, please be aware that, under the FOIA, there is a statutory Code of Practice with which public authorities must comply and which deals with, amongst other things, obligations of confidence.
6. In view of this, it would be helpful if you could explain to us why you regard the information you have provided as confidential. If we receive a request for disclosure of the information, we will take full account of your explanation, but we cannot give an assurance that confidentiality can be maintained in all circumstances. An automatic confidentiality disclaimer generated by your IT system will not, of itself, be regarded as binding on DCMS.
7. Personal information in responses will be retained for two calendar years after the consultation has concluded. This is so that the DCMS is able to contact you regarding your response.
8. Your rights:
 - a. you have the right to request information about how your personal data are processed and to request a copy of that personal data;
 - b. you have the right to request that any inaccuracies in your personal data are rectified without delay;
 - c. you have the right to request that your personal data are erased if there is no longer a justification for them to be processed;
 - d. you have the right, in certain circumstances (for example, where accuracy is contested), to request that the processing of your personal data is restricted; and
 - e. you have the right to object to the processing of your personal data where it is processed for direct marketing purposes.
9. Your personal data will not be sent outside the EEA.
10. Your personal data will not be used for any automated decision making.
11. Your personal data will be stored in a secure government IT system.
12. The data controller for any personal data collected as part of this questionnaire is the Department for Digital, Culture, Media and Sport ("DCMS"), the contact details for which are:

Department for Digital, Culture, Media and Sport
100 Parliament Street
London SW1 2BQ
Telephone - 020 7211 6000
Email - avms-consultation@culture.gov.uk

The contact details for the DCMS Data Protection Officer are:

The Data Protection Officer
Department for Digital, Culture, Media and Sport
100 Parliament Street
London SW1 2BQ
Email - dcmsdataprotection@culture.gov.uk

You can find out more here.

13. If you have any concerns about the use of your personal data, please contact us via this mailbox: dcmsdataprotection@culture.gov.uk. If we are unable to address your concerns to your satisfaction, you can make a complaint to the Information Commissioner, the UK's independent regulator for data protection. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF
Telephone - 0303 123 1113

Email - casework@ico.org.uk

Any complaint to the Information Commissioner is without prejudice to your right to seek redress through the courts.

Q39. Please provide your name, organisation and contact details.

(Please note you can proceed with the questionnaire without typing any of your personal details. However, we will not be able to contact you in relation to your responses)

Name	Mihalis Papamichail
Organisation	Barnardo's
Email	mihalis.papamichail@barnardos.org.uk

Q1. Protection of Minors

Do you agree with our proposed approach to amend s368E of the Communications Act 2003 to align the protection of minor requirements for linear and on-demand?

Yes

No (please give details)

Q2.

Noting that recital 19 envisages that a system of that viewers should be provided with sufficient information regarding the nature of the content, should be equally applicable to both video-on-demand and linear services.

Do you consider that Ofcom updating the relevant sections of the Broadcasting Code would be enough to sufficiently meet this requirement?

Yes

No (please give details)

Q3.

If no, what would be your preferred way of introducing a new requirement for ensuring that viewers have sufficient information about the nature of content on video-on-demand catalogues? Could you indicate from the following:

This question was not displayed to the respondent.

Q4.

Should the measures above use:

standardised system of content descriptors, or

age-ratings used for broadcast and/or video-on-demand

Q5.

What would the benefits/obstacles be for introducing a standardised system to such content?

Q6.

Should the government consider a self or co-regulatory model for provision of sufficient information to protect minors?

Q7. Advertising

The government invites views on how best to implement the requirement to ensure that VSPs comply with the relevant advertising provisions, noting that the Directive encourages the use of co-regulation by Member States to meet its aims, and that there already exists a co-regulatory framework for advertising on linear broadcast and VoD in the UK.

Q8.

The government's preferred approach is not to make legislative change with regards to the change of advertising minutes. Do you agree with this approach?

Yes

No (please explain why)

Q9.

Do you consider that a review of the advertising minutes in the UK market should take place in relation to the liberalisation of scheduling of minutes set out in paragraphs 45-47?

Yes

No (please provide evidence that supports your view)

Q10. Accessibility

The government's preferred approach is to consider the recommendations set out in Ofcom's report on accessibility for on-demand regarding the design and implementation of accessibility for on-demand; in the event that time-scales do not align with the implementation deadline of 19 September 2020 that copy-out is used to update the wording s368BC for video-on-demand of the Communications Act 2003.

Do you agree with this approach?

Yes

No (please explain why)

Q11.

Do you agree with the government's preferred approach to ensure that the accessibility of emergency communications is made through existing provisions in Section 336 of the Communications Act?

Yes

No (please explain why)

Q12. European Works

We propose that government amends the Communications Act 2003 to ensure that Ofcom produces a report every two years on the European Works quotas and prominence obligations, via copy-out. Do you agree?

Yes

No (please explain why)

Q13.

We propose that government amends the Communications Act 2003 to ensure that Ofcom has to produce guidance on prominence of European Works in video-on-demand catalogues. Do you agree?

Yes

No (please explain why)

Q14.

Are there core framework elements that should be included in this requirement to produce guidance?

Q15.

Noting that prominence in on-line catalogues could encompass a wide range of practices (e.g separate section, dedicated search, information on home page), please indicate which would consider would be appropriate:

Separate section

Dedicated search

Information on home page

Other (please specify)

Q16.

What would be your preferred way of introducing a new prominence requirement for European works content on video-on-demand catalogues?

Q17.

Noting that the Commission is due to publish guidance in relation to low turnover and low audience, do you agree with the proposed approach that we allow for exemptions for quota and prominence obligations by amendment to section 368C(3) and 368Q (3) for the Welsh Authority of the Communications Act 2003?

Yes

No (please explain why)

Q18.

Do you consider that the current level of funding for European Works in the UK is sufficient? Please provide evidence.

Q19.

The government currently has no plans to introduce a levy, however, do you think a levy scheme to fund European Works could be an effective way to provide funding? Please explain why.

Q20.

Are there alternative methods of funding European Works that you wish to provide views on?

Q21. Video Sharing Platforms

Do you agree with the proposed approach of implementing the provisions pertaining to VSPs in the 2018 Directive through the regulatory framework outlined in the Online Harms White Paper?

- Yes
- No
- Don't know

Q22.

If not, please explain why you deem this approach to be deficient and what alternative approach you would advocate.

Q23.

Do you agree with the approach set out in paragraph 82 to appoint Ofcom as the National Regulatory Authority as an interim measure if required?

- Yes
- No (please explain why)

Q24.

Which VSPs, if any, do you expect would fall under the UK's jurisdiction under the Country of Origin principle? Please explain your answer.

info.

Please refer to the Online Harms White Paper Consultation for other questions related to the implementation of 2018 Directive, including:

- the scope of the proposed regulatory framework and measures;
- the appointment of an independent regulator; and
- the funding and enforcement powers of said regulator.

Q25. Signal Integrity

What would be your preferred way of introducing a new requirement for ensuring that appropriate and proportionate measures to ensure that audiovisual media services provided by media service providers are not, without the explicit consent of those providers, overlaid for commercial purposes or modified?

Q26. Media Literacy

In addition to the measures described in the section on Media Literacy, are there any other legislative and non-legislative measures government should be taking to fulfill the obligations of promoting the development of media literacy skills set out in Article 33a(1)?

Q27. Transparency of ownership of audiovisual media Service providers

Are you in favour of introducing additional measures which would require audiovisual media services providers under the UK jurisdiction to make information concerning their ownership structure, including the beneficial owners, accessible?

- Yes
- No

Q28. General

Please provide any further comments you may have on the government's proposed approach to implementation of the AVMSD:

As highlighted in the ICO's Age Appropriate Design Code Guidance, data collected should not be used for any other purpose of which the user is not aware.

info. I wish to answer questions on business impact

Yes

No

Q1.

Country of Origin

Will the additional references in jurisdiction criteria, relating to the location of staff making programme related decisions, or the reference to editorial decisions, relating to the day-to-day activity, affect you or your business?

This question was not displayed to the respondent.

Q2.

Will the amended derogation procedures affect you or your business?

This question was not displayed to the respondent.

Q3.

Protection of Minors

Do you expect the new measure which restricts processing, collecting or otherwise generating personal data of minors for commercial purposes set out in Article 6a(2) to impact your audiovisual media service (or video sharing platform in the case of VSP providers)?

This question was not displayed to the respondent.

Q4.

Noting the government preferred approach to update S368 of the Communications Act 2003 to align the protection of minors requirements for video on demand with linear television, , which would anticipate Ofcom to do a corresponding update to the Broadcasting Code.

Do you expect the new measure on providing sufficient information to viewers about content which may impair the physical, mental or moral development of minors, by providing sufficient information to viewers about the nature of the content, as set out in Article 6a(3), to impact your audiovisual media service?

This question was not displayed to the respondent.

Q5.

Would a standardised system of content descriptors or age-ratings used for broadcast and/or video-on-demand to provide sufficient information to viewers about content impact on your audiovisual media service?

This question was not displayed to the respondent.

Q6.

Advertising

Would the further prohibitions on alcohol and e-cigarette advertising as referenced in paragraph 45 have an impact on your business?

This question was not displayed to the respondent.

**Q7.
Accessibility**

Would reporting obligations, set out in Article 7(2) of the 2018 Directive, occur any administrative costs to your business? If so, can you quantify them [answers must be provided as total cost in pounds sterling]?

This question was not displayed to the respondent.

Q8.
Would the development of accessibility action plans in respect of continuously and progressively making services more accessible to persons with disabilities, as set out in Article 7(3), occur any administrative costs to your business?

This question was not displayed to the respondent.

Q9.
Would the new requirement on the accessibility of emergency communication have any impact on your business?

This question was not displayed to the respondent.

**Q10.
European Works**

For on-demand providers, how much of your catalogue currently consists of European works (based on minutage)?

This question was not displayed to the respondent.

Q11.
For on-demand providers, how much of your catalogue currently consists of European works (based on titles)?

This question was not displayed to the respondent.

Q12.
Will meeting the new 30% requirement of European works in on-demand catalogues financially impact your business?

This question was not displayed to the respondent.

Q13.
Will making European Works prominent in you catalogues financially impact on your business?

This question was not displayed to the respondent.

Q14.

Noting that the European Commission is required by Article 13 to publish guidance on the definition of low audience and low turnover. Do you anticipate that your on-demand service to be exempt from the obligations on the basis of a low audience or low turnover definition?

This question was not displayed to the respondent.

Q15.

Do you expect the new reporting obligations mentioned in paragraph 66 to generate any additional costs to your business?

This question was not displayed to the respondent.

Q16.

How much revenue do you currently generate from EU countries if transmitting in the EU? Please give your answer to the nearest £1000.

This question was not displayed to the respondent.

Q17.

Which European Union countries do you generate revenue from?

This question was not displayed to the respondent.

Q18.

Signal Integrity

Do you expect the new provision, set out in Article 7b, will generate any impact on your media service?

This question was not displayed to the respondent.

Q19.

Transparency of ownership of media Service providers

Do you expect such a requirement would generate any impact on your media service?

This question was not displayed to the respondent.

Q20.

Economic Impact

What economic impact would new/amended provisions made by the 2018 Directive have on your business? How would the provisions lead to such impact?

This question was not displayed to the respondent.

Q21.

How would your business familiarise itself with the implications of these changes? Would you use in-house legal support, seek external legal advice or neither?

This question was not displayed to the respondent.

Q22.

How much time (in hours) would it take for you/your staff/trade mark owners to familiarise yourself with the legal implications of the changes required by the Directive? How much would the use of staff time for this purpose cost your business?

This question was not displayed to the respondent.

Q23.

Are there any costs to you/your business beyond staff time? For example, preparation of guidance or amending existing licence agreements. Please outline what costs these are, and the financial cost to your business.

This question was not displayed to the respondent.

Location Data

Location: ([51.496398925781](#), [-0.12240600585938](#))

Source: GeoIP Estimation

