

Question for written answer E-014214/2015
to the Commission
Rule 130
Esther de Lange (PPE)

Subject: Classification of Internet advertising and on-line video

There are age-appropriate classification rules for, inter alia, films and television programmes, cinema advertising and video games. For the time being, however, there are no such rules for the same video content and advertising when provided on-line.

The Netherlands Institute for Classification of Audiovisual Media (NICAM) and the British Board of Film Classification (BBFC) have developed a rating tool for on-line video. Depending on what on-line platforms decide, uploaders and users can rate content in classification categories such as violence, drugs, sex and language.

1. Is the Commission familiar with the NICAM- and BBFC-developed tool for videos on on-line platforms such as Youtube and DailyMotion, and should classification systems be available for on-line content too?
2. As part of the review of the Audiovisual Media Services Directive, how will the Commission safeguard under-age Internet users and address the differences in rules between advertising and video material on on-line platforms and the same material on television, in cinemas and in video games?
3. Does the Commission regard the agreements with the industry, as part of the European Strategy for a Better Internet for Children, as sufficient in order to prevent children from being exposed to inappropriate advertising, or do they need to be made more stringent? Is the Commission including this aspect, too, in its Digital Single Market proposals?