



12<sup>th</sup> of June 2025, Brussels

## **Media Board's submission to the European Commission's targeted public consultation on the draft guidelines on protection of minors under the Digital Services Act<sup>1</sup>**

### **About the Media Board**

The European Board for Media Services - hereafter the Media Board - as established by the European Media Freedom Act (2024), is an independent advisory body at the European Union level composed of national regulatory authorities and bodies (NRAs) of the media and audiovisual sector. It builds upon and replaces the European Regulators' Group for Audiovisual Media Services (ERGA), which was created in 2014.

The Media Board's, as a group of experts, with longstanding experience in regards of the protection of minors welcomes the Commission's explicit wish to gather input on the draft guidelines and appreciates a timely adoption of the document. This written input comes as follow-up to previous ERGA input.<sup>2</sup>

### **1. General considerations**

The Media Board **welcomes the publication** of the Commission guidelines on measures to ensure a high level of privacy, safety and security for minors online pursuant to Article 28(4) of Regulation (EU) 2022/2065<sup>3</sup>. EBMS fully shares the objective of the Commission to provide a high-level protection of minors online. While online platforms offer possibilities for users to share and receive information online, there are risks inherent to these platforms that are undeniable and well demonstrated by research.<sup>4</sup> Given the existing legal framework for minor protection under the Audiovisual Media Services Directive (AVMSD)<sup>5</sup>, in parallel to the new Digital Services Act (DSA), we believe that **only a coordinated and complementary action among DSCs and media regulators as competent authorities for minor protection can provide a truly safe, secure**

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<sup>1</sup> [https://ec.europa.eu/eusurvey/runner/DSA\\_PoM\\_guidelines](https://ec.europa.eu/eusurvey/runner/DSA_PoM_guidelines)

<sup>2</sup> ERGA's submission to the European Commission's call for evidence concerning guidelines on article 28 DSA, 19 September 2024

<sup>3</sup> [Article 28 DSA Guidelines - Final Version For Public Consultation - 13.05.2025.pdf](#)

<sup>4</sup> In accordance with many studies, such risk have already materialised and are negatively affecting the well-being of minors:

[Minors exposed to mass shooter glorification across mainstream social media platforms - ISD](#)

[Gaming and Extremism: Extremists Evade Mainstream Restrictions in Corners of Gaming World - ISD](#)

<https://eprints.lse.ac.uk/125757/>

[Pathways between digital activity and depressed mood in adolescence: outlining a developmental model integrating risk, reactivity, resilience and reciprocity - LSE Research Online](#)

<https://www.ofcom.org.uk/online-safety/protecting-children/pathways-to-online-violent-content>

<https://www.mdpi.com/2036-7503/17/2/34>

<https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-024-19011-w>

<https://www.isdglobal.org/isd-publications/recommending-hate-how-tiktoks-search-engine-algorithms-reproduce-societal-bias/>

<https://www.isdglobal.org/isd-in-the-news/russian-propaganda-targets-young-people-in-germany-via-tiktok-and-youtube/>

<sup>5</sup> Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) (OJ L 95, 15.4.2010, p. 1).

**and privacy friendly environment** for users that are minors. In order to establish the basic procedures for this coordination, the Media Board foresees a workshop in 2025<sup>6</sup>.

## 2. Relevance of sector specific rules under the AVMSD

While the obligations introduced by article 28 of the Digital Services Act creates a horizontal obligation for all online platforms accessible to minors regardless of the type of service they provide, the Media Board emphasizes the importance of the sector specific regime applicable to video-sharing platforms.

In this context, the DSA explicitly stipulates that the regulation is **without prejudice to Directive 2010/13/EU**, specifying and complementing horizontal rules<sup>7</sup>.

Video-sharing platform services (VSPs), including certain social media services under certain conditions, were already included in the scope of the Directive (EU) 2018/1808 (hereafter “the Directive”) as co-legislators have recognised **their increasing importance in particular for young audiences, their specific characteristics, and their degree of influence** on the opinion formation of users, which justified their inclusion in audiovisual rules.<sup>8</sup> These characteristics as well as rules apply across all VSPs, and contrary to the DSA, the directive doesn’t foresee exceptions for micro or small enterprises. In this regard, the guidelines proposed by the Commission would not apply to the small or micro enterprise exempt from DSA, which might be risky as the majority of porn platforms might not be subject to these guidelines.

More specifically, the Directive (EU) 2018/1808 explicitly **identified certain specific categories of illegal and harmful content** from which VSPs have to protect minors from.<sup>9</sup> Those categories include includes programmes, user-generated videos and audiovisual commercial communication which may impair their physical, mental or moral development.<sup>10</sup> Furthermore those VSPs have the obligation to protect the general public, including minors from incitement to violence or hatred<sup>11</sup>, and content the dissemination of which constitutes an activity which is a criminal offence under Union law.<sup>12</sup> Appropriate measures that VSPs have to put in place have to be determined in light of the nature of the content in question, the harm it may cause, the characteristics of the category of persons to be protected as well as the rights and legitimate interests at stake.

By foreseeing the possibility for **Member States to impose on video-sharing platform providers more detailed or stricter measures** provided that such rules are compliant with Union law <sup>13</sup> the

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<sup>6</sup> Proto Working Group 4 – 2025 Terms of Reference (ToR)

[https://media-board.europa.eu/document/download/ac318806-a700-47f2-ae0b-90d9a5417153\\_en?filename=WG4%20Evolution%20of%20the%20media%20regulatory%20framework%20%28Terms%20of%20Reference%29.pdf&prefLang=fr](https://media-board.europa.eu/document/download/ac318806-a700-47f2-ae0b-90d9a5417153_en?filename=WG4%20Evolution%20of%20the%20media%20regulatory%20framework%20%28Terms%20of%20Reference%29.pdf&prefLang=fr)

<sup>7</sup> Recital 10 of Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market For Digital Services and amending Directive 2000/31/EC (Digital Services Act).

<sup>8</sup> “*compete for the same audiences and revenues as audiovisual media services. Furthermore, they also have a considerable impact in that they facilitate the possibility for users to shape and influence the opinions of other users.*” Recital 4-6 of Directive (EU) 2018/1808 of the European Parliament and of the Council of 14 November 2018 amending Directive 2010/13/EU

<sup>9</sup> For further explanation of implementation on member state level, See Media Board, WG1 report on minor protection to be published in Q4 2025

<sup>10</sup> Article 28b(1)(a)-(c) DIRECTIVE (EU) 2018/180.

<sup>11</sup> Article 28b(1)(b) DIRECTIVE (EU) 2018/180.

<sup>12</sup> Such as public provocation to commit a terrorist offence, offences concerning child pornography, offences concerning racism and xenophobia, in line with Article 28b(1)(c).

<sup>13</sup> Article 28b(6) Of Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) (OJ L 95, 15.4.2010, p. 1).

AVMSD allows the recognition of national specificities. Measures on EU and national levels have to be coordinated in order to allow the most effective protection of minors. Furthermore, in line with the AVMSD, the use of co-regulation and the fostering of self-regulation through codes of conducts are encouraged at national and EU level as well.<sup>14</sup>

Finally, **national regulatory authorities in accordance with the Directive play a crucial role** in the enforcement of the measures, outlined in the AVMSD, furthermore a **cross-border cooperation mechanism** has been established in order to ensure an efficient collaboration and the application of the VSP rules under the AVMSD, first on the basis of an MoU<sup>15</sup>, and later codified by the European Media Freedom Act (EMFA<sup>16</sup>). The new rules codified by EMFA further strengthened such cooperation and provides for conflict resolution mechanism, such as mediation between the NRAs concerned as well as a formal opinion from the Media Board in case of persistence of disagreement between national regulatory authorities. Finally, exchange of experience and best practices among Media Board Members regarding VSP regulation have been outlined in the reports listed in the annex.

### 3. Detailed comments to the guidelines

As mentioned above, the Media Board welcomes the draft guidelines on the protection of minors as proposed by the European Commission and wishes to express its support to the measures suggested in view of the consistent application of article 28 of the DSA. However, with this contribution we encourage the Commission to add all the individual reference to sector specific obligations related to VSPs, instead of referencing only some of them in the footnotes<sup>17</sup>:

#### a. Platforms in scope

According to the draft guidelines, platforms falling in the scope of article 28, are “platforms accessible to minors”. Recital 71 and *pages 3 and 4 of the guidelines* provide clear examples of these platforms. Nevertheless, in our view the guidelines would benefit from further clarification of what is considered as “accessible to minors”.

#### b. Articulation with the AVMSD

##### o Scope of the guidelines

While the draft guidelines rightly refer to the benefits of the AVMSD in regards of protection of minors by way of age verification mechanisms from harmful and/or illegal content on VSPs as opposed to the relevant rules of the DSA which excludes micro and medium-sized enterprises from this obligation, we would like to point out that the reference is shifted into a footnote only (footnote 8). and seems to suggest only age verification as example of an obligation applying regardless of the size of VSPs under the AVMSD framework.<sup>18</sup>As mentioned above under certain conditions Member States may foresee more detailed or stricter rules provided that such rules are compliant with Union law. An explicit reference both the AVMSD and to such relevant national laws could allow a coordinated and comprehensive approach to minor protection.

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<sup>14</sup> Article 4a DIRECTIVE (EU) 2018/180

<sup>15</sup> [https://erga-online.eu/wp-content/uploads/2020/12/ERGA\\_Memorandum\\_of\\_Understanding\\_adopted\\_03-12-2020\\_L.pdf](https://erga-online.eu/wp-content/uploads/2020/12/ERGA_Memorandum_of_Understanding_adopted_03-12-2020_L.pdf)

<sup>16</sup> Article 15 of Regulation (EU) 2024/1083 of the European Parliament and of the Council of 11 April 2024 establishing a common framework for media services in the internal market and amending Directive 2010/13/EU (European Media Freedom Act)

<sup>17</sup> Overview of references in Annex

<sup>18</sup> Draft guidelines p.4, footnote 8.

- Add reference to the AVMSD as well as possibility to enact relevant national law under certain conditions in the main text, instead of footnote.
- Clarify that AVMSD obligations have the added value of applying to all VSPs, independently of the size of provider, and apply beyond the issue of age verification.

- Technology neutral approach regarding age verification

The Media Board recalls that article 28b(3)(f) obliges VSPs to establish and operating age verification systems with respect to content which may impair the physical, mental or moral development of minors.

Furthermore, the last paragraph of article 28b(3) of the AVMSD clearly states that personal data of minors collected or otherwise generated by video-sharing platform providers pursuant to points (f) that foresees age verification measures, shall not be processed for commercial purposes, such as direct marketing, profiling and behaviourally targeted advertising. Finally, in line with article 9 of the Regulation (EU) 2016/67, data concerning a natural person's sex life or sexual orientation is considered special category of data.

As a result of best practice exchange the Media Board has produced some reports on age verification mechanisms applied by video-on-demand services and VSPs in the past.<sup>19</sup> In its view age verification mechanism is a key tool to ensure that minors do not have access to inappropriate content and as part of the report it presented considerations on how to strengthen their effectiveness.<sup>20</sup> Nevertheless, the Media Board also pointed out privacy concerns related to age verification mechanism such as data collection, security, data retention and the use of data for profiling and advertising targeting.

Therefore, a possible option to address such concerns is to rely on third party solutions, including EU age verification solution or mini Wallet.<sup>21</sup>

In addition, article 28b(3) subparagraph 2 of the AVMSD foresees that the most harmful content provided for in point(a) of paragraph 1 of the same article shall be subject to the strictest access control measures.

The draft guidelines differentiate between “age verification” and “age estimation” as different methods applicable for different purposes. Although the fact is true that systems are different as regards their technology, in practice, age estimation systems using image recognition can be considered as effective to assess a users’ age. Some NRAs have allowed such systems for a secure use in their markets<sup>22</sup>. These authorities usually include an age buffer under which one can be certain that the person estimated to be older than a certain age is over 18. Also, this method has proven in some Member States to be quite effective and allows a high level of accuracy. Keeping this option also for 18+ content could allow market players for age verification to continue their activity, it will also give providers the possibility to assess a users’ age easily and as fast as

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<sup>19</sup> See reports in the annex.

<sup>20</sup> Report on measures and online safety features for the Protection of Minors (November 2024) link in the annex.

<sup>21</sup> Draft guidelines, p.10, line 268.

<sup>22</sup> for instance, age estimation is sufficient, under certain conditions, for pornographic content pursuant to the "criteria for evaluating concepts for age verification systems as elements for ensuring closed user groups in telemedia" developed by the Commission for the Protection of Minors in the Media (KJM) in Germany:

<https://www.kjm-online.de/themen/technischer-jugendmedienschutz/unzulaessige-inhalte/>

possible. Nonetheless, in order to allow access for all grown-ups, providers will need to also allow an alternative method when using age estimation technologies.<sup>23</sup>

- Add references to article 28b(3)(f), article 28b(3) subparagraph 2, and last paragraph of article 28b(3) of the AVMSD.
- Ensure the privacy of age assurance solutions in line with article 9 of the GDPR.
- Add age estimation as a viable option to allow access for 18+-content provided that it ensures the same level of security, safety and privacy for minors and meets benchmark for quality for age estimation and if the provider also allows an alternative method.
- Make it explicit that the requirement for age verification regarding adult content also covers adult commercial communications (ex. gambling content also covers commercial communications about gambling )

- Risk review

The draft guidelines explain that when determining which measure to apply, providers of online platform accessible to minors should identify at a minimum certain basic information and risks incurred by minors. In this respect, as previously mentioned in our position, we support the reference to the 5C typology of risks.<sup>24</sup> In addition to measures that the provider is already taking to prevent and mitigate risk.<sup>25</sup> However, it does not mention measures that VSPs must comply with in order to prevent certain risks enshrined in article 28b(1) of the AVMSD. Furthermore, article 28b(5) AVMSD empowers the NRAs to assess the appropriateness of those measures.

While the guidelines mention an obligation to implement functionalities ensuring that minors are not exposed to persuasive design features that may lead to extensive use or overuse<sup>26</sup>, the guidelines do not mention this as potential risk that providers should assess.

Such a risk review process conducted by the online platform could also benefit from input provided by independent third parties with relevant expertise and evidence, such as academia or NGOs.

- Recall that online platforms that are VSPs, have to put in place measures in order to protect minors from specific type of content in line with article 28b(1) of the AVMSD.
- Explicitly include among the risks identified by the guidelines the issue of overexposure, that is, the extensive or excessive use.

- Platform design

We would like to point out that video sharing platforms are also required to set up and operate user-friendly systems that allow users to classify/rate content, as set out in Article 28b(3)(g) of the AVMSD. According to their practical experience, several NRAs have experienced how challenging it is to encourage video-sharing platform providers to facilitate the use of classification tools, for instance by uploaders of videos. In this context it is suggested that the DSA Guidelines should contain an explicit reference to the existence of content rules in the AVMSD, in particular age and content descriptors.

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<sup>23</sup> Draft guidelines p.13

<sup>24</sup> ERGA's submission to the European Commission's call for evidence concerning guidelines on article 28 DSA, 19 September 2024

<sup>25</sup> Draft guidelines p.8

<sup>26</sup> Draft guidelines p.18

➤ Add reference to Art 28b(3)(g) AVMSD

○ Commercial practices

The draft guidelines refer to measures preventing minors from being exposed to “hidden or disguised advertising”, and product placement by influencers is mentioned as an example.<sup>27</sup>

We welcome the reference to existing horizontal legal framework, and the reference to Directive 2010/13/EU and positively note of the reference to the prohibition to “directly exhort minors to buy or hire product or services, encourage them to persuade their parents or others to purchase goods”<sup>28</sup>, as well as the “functionality to declare the content uploaded contains commercial communications”<sup>29</sup>.

However, we recall that regarding commercial communications, VSPs have a wide range of obligations in line with article 28b(2) and (3) of the AVMSD, which should also be referenced.

Finally, product placement targeting minors in children’s programmes are not allowed audiovisual media services in line with article 11(2) of the AVMSD.<sup>30</sup> The Media Board draws attention to the fact that NRAs have also established criteria to determine if vloggers are targeting minors.<sup>31</sup>

- Complement reference to Directive 2010/13/EU with relevant articles such as article 28b(2), article 9(1), article 28b(3)b.
- Remind VSPs of prohibitions to use surreptitious audiovisual commercial communications, subliminal techniques, audiovisual commercial communications for alcoholic beverages aiming at minors, and encouraging immoderate consumption, medicinal products and medical treatment available on prescription, in line with article 9(1) AVMSD.
- Recall prohibition to target minors with product placement in line with article 11 of AVMSD.
- Recall the regulation of vloggers by the AVMSD even if provided on the VSPs and the need to facilitate the compliance of vloggers with their obligations under the AVMSD.

○ User reporting feedback and complaints

The Media Board appreciates the list and level of details for measures foreseen in the guidelines to implement reporting, feedback and complaints mechanisms.<sup>32</sup> Furthermore, we fully subscribe to the objective to ensure that these measures should be child-friendly and accessible.

We nevertheless recall that in addition to this VSPs have the obligation to explain to user what effect has been given to such report and flagging pursuant to the AVMSD. In addition, they have to put in place transparent, easy-to-use and effective procedures for the handling and resolution of users' complaints in relation to flagging and reporting and parental control systems.<sup>33</sup>

➤ Add reference to Art 28b(3)(i) AVMSD

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<sup>27</sup> Draft guidelines p.24

<sup>28</sup> Draft guidelines p.24, footnote 50.

<sup>29</sup> Draft guidelines p.24, footnote 51.

<sup>31</sup> 2023 Report – [Learning from the practical experiences of NRAs in the regulation of vloggers](#)

<sup>32</sup> Draft guidelines p.27, section 7.1.

<sup>33</sup> Article 28(3)(i) DIRECTIVE (EU) 2018/180

- User support measures

Finally, the Media Board highlights the importance of **media literacy measures and tools**, that VSPs have to put in place and the awareness raising about those tools. While such measures are not in the scope of Digital Services Act, we would welcome a reference to such obligations in line with the AVMSD<sup>34</sup> and EMFA<sup>35</sup>. Such skills also assist minors to navigate their service and seek support if necessary.

➤ Add reference to Art 28b(3)(j) AVMSD
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- Tools for guardians

The draft guidelines define what is to be considered as ‘tools’ for guardians and the Commission takes the position that such tools should be treated as complementary to safety by design and default measures and to any other measures put in place to comply with Article 28(1) of Regulation (EU) 2022/2065. The Media Board recalls that article 28b(3) point (h) of the AVMSD foresees as measure for VSPs the use of parental control systems with respect to content which may impair the physical, mental or moral development of minors.

The last paragraph of the same article prohibits the processing for commercial purposes of personal data of minors collected or otherwise generated by video-sharing platform providers pursuant to points (h).

The draft guidelines foresee that online platforms accessible to minors put in place “easy to use, age-appropriate” guardian control tools. However, do not determine how these solutions should look like (i.e. one button solution or else).

As part of these parental control tools, reporting system for guardians could be encouraged regarding repeated searches for severely harmful content.

➤ Add reference to Art 28b(3)(h) AVMSD and its last paragraph.
➤ Clarify what “easy to use, age-appropriate” guardian control tools are.

- Terms and conditions

We would like to point out that VSPs are also equally obliged to **include in their terms of services requirements foreseen in the AVMSD** that they protect minors from programmes, user-generated videos and audiovisual commercial communications which may impair their physical, mental or moral development, as well as the public, including minors from incitement to violence and hatred and content the dissemination of which constitutes a criminal offence under Union law. In the same way, such terms have to **include obligations regarding commercial communications that are not marketed and sold by the providers**. The guidelines could therefore provide a clear explanation that the AVMSD has an important role in shaping the content of terms and conditions of video sharing platforms.

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<sup>34</sup> Article 28b(3)(j) DIRECTIVE (EU) 2018/180

<sup>35</sup> Art 2(21)EMFA, “skills, knowledge and understanding which allow citizens to use media effectively and safely and which are not limited to learning about tools and technologies but aim to equip citizens with the critical thinking skills required to exercise judgment, analyse complex realities and recognise the difference between opinion and fact”.

- Add reference to Art 28b(3)a) and the obligation for VSPs to include in their terms requirements in article 28b(1)
- Add reference to Art 28b(3)b) and the obligation for VSPs to include in their terms requirements set out in article 9(1) for audiovisual commercial communications that are not marketed, sold or arranged by the video-sharing platform providers

#### **4. Monitoring and Evaluation**

The Commission considers that providers of online platforms accessible to minors should adopt effective monitoring and evaluation practices. Should Very large Online platforms be required to submit to the Commission, on a periodic basis, a detailed report on the concrete measures adopted in compliance with the provisions set out in guideline sections 5, 6, 7, and 8 to ensure a high level of privacy protection, security, and safeguarding of minors. These reports must be made public and easily accessible to users including for NRAs.



## Annex

### A. Measures in draft guidelines and equivalent in the AVMS

	Relevant AVMSD provisions
<b>Risk review</b>	<p>Art 28b(1)</p> <p>(a) minors from programmes, user-generated videos and audiovisual commercial communications which <b>may impair their physical, mental or moral development</b> in accordance with Article 6a(1);</p> <p>b) containing <b>incitement to violence or hatred</b> directed against a group of persons or a member of a group based on any of the grounds referred to in Article 21 of the Charter</p> <p>c) dissemination of which constitutes an activity which is a <b>criminal offence</b> under Union law, (<b>public provocation to commit a terrorist offence, offences concerning child pornography, offences concerning racism and xenophobia</b>)</p> <p>+Media Board WG1 report on minor protection, Q4 2025</p>
<b>Service Design</b>	
Online interface design	<p>Article 28b(3)(g) AVMSD</p> <p>establishing and operating easy-to-use systems allowing users of video-sharing platforms to rate the content referred to in paragraph 1;</p>
Commercial practices (advertising, product placement, influencer marketing)	<p>Art 28b(2)</p> <ul style="list-style-type: none"> <li>-obligation to comply with the requirements set out in Article 9(1) with respect to audiovisual commercial communications that are marketed, sold or arranged by those video-sharing platform providers</li> <li>-take appropriate measures to comply with the requirements set out in Article 9(1) with respect to audiovisual commercial communications that are not marketed, sold or arranged by those video-sharing platform providers, taking into account the limited control exercised by those video-sharing platforms over those audiovisual commercial communications.</li> <li>- clearly inform users where programmes and user-generated videos contain audiovisual commercial communications, provided that such communications are declared under point (c) of the third subparagraph of paragraph 3 or the provider has knowledge of that fact.</li> </ul> <p>Art 28b(3)c) having a <b>functionality</b> for users who upload user-generated videos <b>to declare whether such videos contain audiovisual commercial communications</b> as far as they know or can be reasonably expected to know</p> <p>Art 9(1)</p> <ul style="list-style-type: none"> <li>- readily recognisable as such; <b>surreptitious</b> audiovisual commercial communication shall be prohibited;</li> <li>- shall not use <b>subliminal techniques</b></li> <li>- Shall not prejudice respect for <b>human dignity/ discrimination</b> based on sex, racial or ethnic origin, nationality, religion or belief, disability, age or sexual orientation/ encourage <b>behaviour prejudicial to health or safety/</b> encourage behaviour grossly prejudicial to the <b>protection of the environment</b></li> <li>- cigarettes and other <b>tobacco products</b>, as well as for electronic cigarettes and refill containers shall be prohibited;</li> <li>- <b>alcoholic beverages</b> shall not be aimed specifically at minors and shall not encourage immoderate consumption</li> <li>- <b>medicinal products and medical treatment</b> available only on Prescription prohibited</li> <li>-shall not cause <b>physical, mental or moral detriment to minors</b>; therefore , they shall not directly exhort minors to buy or hire a product or service by exploiting their inexperience or credulity, directly encourage them to persuade their parents or others to purchase the goods or services being advertised, exploit the special trust minors place in parents, teachers or other persons, or unreasonably show minors in dangerous situations</li> </ul> <p>Art 11(2)</p> <p>Product placement shall be allowed in all audiovisual media services, except in news and current affairs programmes, consumer affairs programmes, religious programmes and children's programmes.</p> <p>+Rec 34</p> <p>In particular, evidence has shown that product placement and embedded advertisements can affect children's behaviour as children are often not able to recognise the commercial</p>

	content. There is thus a need to continue to prohibit product placement in children's programmes (+ERGA report on how to determine that vlogger targets minors)
<b>Reporting, user support and tools for guardians</b>	
User reporting, feedback and complaints	Art 28(3)(d) establishing and operating <b>transparent and user-friendly mechanisms</b> for users of a video-sharing platform to <b>report or flag</b> to the video-sharing platform provider concerned the content referred to in paragraph 1 provided on its platform; Art 28(3)(e) establishing and operating systems through which video-sharing platform providers <b>explain to users of video-sharing platforms what effect</b> has been given to the reporting and flagging referred to in point (d) art 28(3) (i) establishing and operating <b>transparent, easy-to-use and effective procedures for the handling and resolution of users' complaints</b> to the video-sharing platform provider in relation to the implementation of the measures referred to in points (d) to (h);
User support measures	Article 28b(j) providing for effective <b>media literacy measures and tools</b> and raising users' awareness of those measures and tools
Tools for guardians	Art 28b(3) (h) providing for parental control systems that are <b>under the control of the end-user with respect to content which may impair the physical, mental or moral development</b> of minors
<b>Governance</b>	
Terms and conditions	Art 28b(3)a) including and applying in the terms and conditions of the video-sharing platform services the requirements referred to in paragraph 1; →full para Art 28b(3)b) including and applying in the terms and conditions of the video-sharing platform services the requirements set out in Article 9(1) for audiovisual commercial communications that are not marketed, sold or arranged by the video-sharing platform providers

## B. Reports prepared by the Media Board (ex-ERGA) on minor protection

[Report on measures and online safety features for the Protection of Minors](#) (November 2024)

Report – [Learning from the practical experiences of NRAs in the regulation of vloggers](#) (2023)

Report – [The implementation\(s\) of Article 28b AVMSD: National transposition approaches and measures by video-sharing platforms](#) (2022)

Report – [How to identify and localise vloggers and regulate their commercial communication?](#) (2022)