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MEETING DOCUMENT

From: European Commission Services
To: Delegations

Subject: Presentation from the Commission: The New Code of Practice on Disinformation

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The New Code of Practice on Disinformation

July 2022

The 2022 Code of Practice at a glance



May 2021:
Guidance



June 2021:
revision starts



June 2022: New Code

2018 Code

2022 Code



16 Signatories



34 Signatories



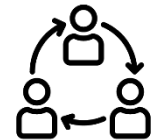
21 Commitments



44 Commitments & 128 Measures



Self-regulation



Co-regulation for VLOPs

The 2022 Code of Practice: main objectives



May 2021:
Guidance



June 2021:
revision starts



June 2022: New Code

2018 Code

Addressing gaps & shortcomings

2022 Code



Broader and more diverse signatory base

Efficient implementation in all EU Member States and languages

More transparency

Robust monitoring

Flexible & future-proof

The 2022 Code: the 34 Signatories

as of 16 June 2022



- **Major Online Platforms:** Google, Meta, Microsoft, TikTok, Twitter and trade organisation DOT Europe.
- **Smaller/specialised Online Platforms :** Twitch, Vimeo, Seznam, The Bright App, Clubhouse.
- **Advertising industry:** World Federation of Advertisers (WFA), The GARM Initiative, European Association of Communication Agencies (EACA), Interactive Advertising Bureau (IAB Europe), Kreativitet & Kommunikation, DoubleVerify, MediaMath.
- **Fact-checkers:** Demagog, Faktograf, Maldita, PagellaPolitica.
- **Civil Society/research organisations:** Avaaz, Globsec, Reporters without Borders (RSF), VOST Europe, WhoTargetsMe.
- **Players offering technological solutions:** Adobe, Crisp, Kinzen, Logically, Newsback, NewsGuard.



Key areas

Demonetisation

- Avoid advertising next to disinformation
- Better cooperation across the ad-industry



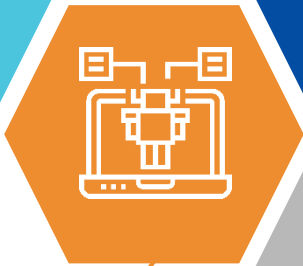
Transparent political advertising

- Efficient labelling
- Transparency obligations



Reducing manipulative behaviour

- Current and emerging forms
- Stronger cooperation among signatories



User empowerment

- More and better tools to identify, flag and react
- Better access to reliable information

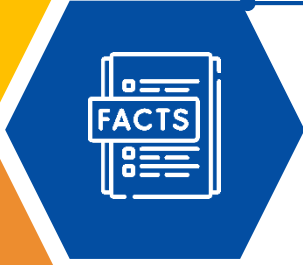


Data access for research

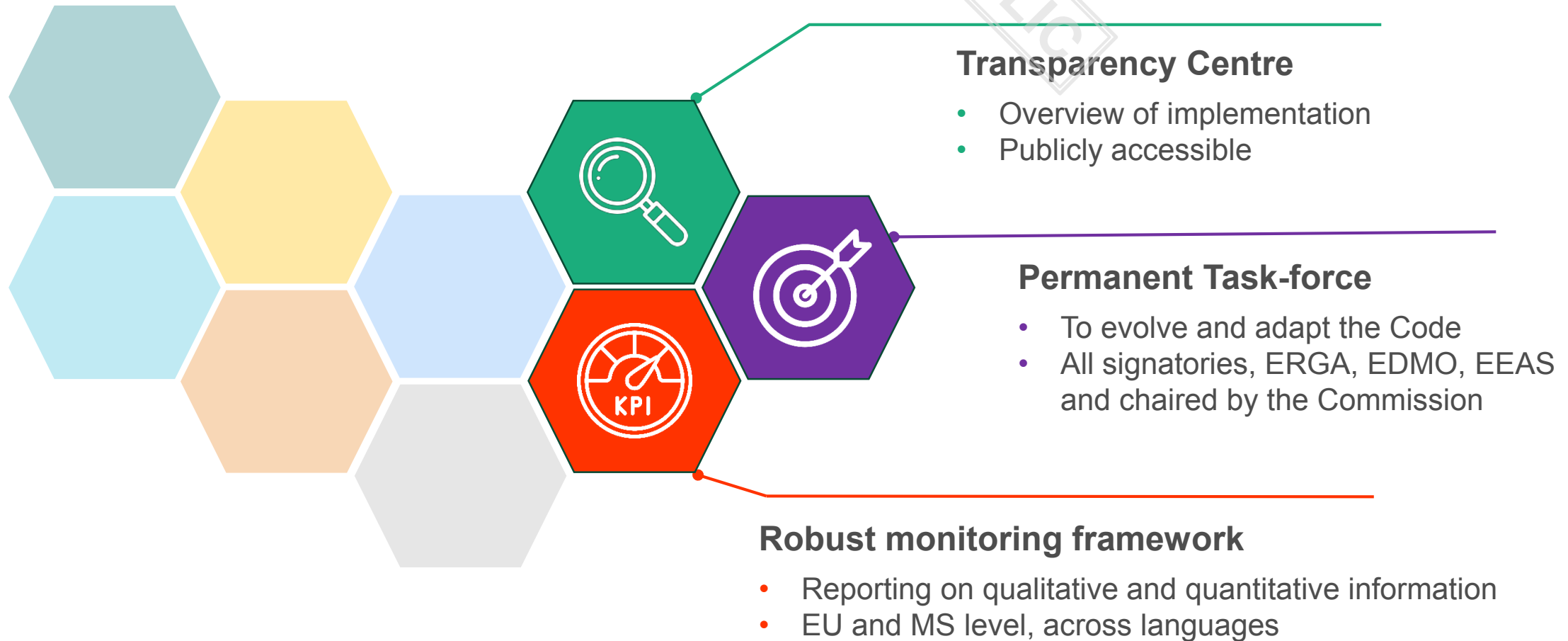
- More and easier access to platforms' data
- Support for research

Fact-checking coverage throughout the EU

- Consistent use of fact-checkers' work
- Fair financial contributions



The 2022 Code: fit for purpose & future proof



The 2022 Code: implementation & next steps



Implementation starts

- Task-force meets regularly from June 2022
- 6 months for signatories to implement
- First reporting: early 2023



Open for all

- Additional new signatories, big or small
- Call for interest to join the Code



Hand in hand with DSA

- Aims to become a Code of Conduct under the DSA

The 2022 Code and the DSA



Targeted measures for platform accountability and user empowerment

- Several measures in the DSA anticipated through the Code – e.g. data access, ads transparency, user choices



Risk mitigation for disinformation

- Once the Code of Practice becomes a DSA Code of Conduct
- If VLOPs don't adhere to Codes – burden of proof
- Regulatory compliance remains a case by case assessment
- Absence of adherence to the Code and/or alternative mitigation measures – could lead to fines/sanctions under the DSA



Monitoring VLOPs

- Under the Code
- Under the DSA

Thank you

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