

European regulation of media and digital entertainment

<https://marketpublishers.com/r/EA0B58B5EF74EN.html>

Date: October 2022

Pages: 54

Price: US\$ 4,950.00 (Single User License)

ID: EA0B58B5EF74EN

Abstracts

The media and digital entertainment market is still largely impacted by the weight of non-European players, including the Internet giants. In this context, the European Union has initiated processes to support the digital entertainment sector through various regulations, while making user protection its priority.

This study aims to cover the different regulatory issues that are at stake in Europe through the recent initiatives taken by the EU, from the point of view of:

support for the creation and circulation of European works with the Audiovisual Media Services Directive

making platforms more responsible with the Digital Services Act and the Copyright Directive

the desired more balanced competition with the forthcoming adoption of the Digital Markets Act and the national taxation systems for digital giants.

the major issue of advertising for the media and digital entertainment sector, which is addressed by various regulations, particularly with regard to targeted advertising

the regulation of personal data, which aims to ensure data sovereignty

Contents

EXECUTIVE SUMMARY

1. AN UNBALANCED DIGITAL MARKET

- 1.1. Domination of the Internet giants
- 1.2 Repositioning the European industry and protecting users

2. SUPPORTING THE CREATION AND CIRCULATION OF EUROPEAN WORKS

- 2.1. Harmonising the framework for the audiovisual sector
- 2.2 Media chronology

3. MAKING PLATFORMS ACCOUNTABLE

- 3.1. Digital Services Act and obligation to manage content
- 3.2. Copyright Directive and protection of rights holders

4. FAIRER COMPETITION

- 4.1. Digital Markets Act and regulation of the digital market
- 4.2 Attempted tax harmonisation and the GAFA tax

5. NEW RULES ON ADVERTISING

- 5.1. A stronger regulatory framework
- 5.2 Case studies: Amazon, Facebook and Google

6. EUROPEAN SOVEREIGNTY OVER DATA

- 7. Conclusion

I would like to order

Product name: European regulation of media and digital entertainment

Product link: <https://marketpublishers.com/r/EA0B58B5EF74EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EA0B58B5EF74EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970