



Coimisiún
na Meán

Code of Practice on Disinformation (COP)

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National Counter Disinformation Strategy – Working Group

Agenda



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- Background on the Code of Practice (COP)
- Ireland's role so far
- COP Commitments
- How will COP interact with the Digital Services Act (DSA)?
- Who monitors the effectiveness of the Code?
- What should Ireland's role be in the future?
- Other/Future legislation

Background on the Code of Practice



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- Originally launched 2018
- Voluntary/Self regulatory code. Signatories included Facebook (then), Twitter, Google, TikTok & Microsoft
- Code committed to addressing five key areas:
 - Scrutiny of ad placements
 - Political advertising/issue-based ads
 - Integration of service
 - Empowering consumers
 - Empowering the research community
- 2019 – EU Commission tasked ERGA with monitoring the COP
- BAI Chaired the ERGA subgroup responsible for this monitoring project

Ireland's role so far



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- BAI Chaired ERGA subgroup on Disinformation
- Partnered with FuJO
- Three monitoring reports: ElectCheck, CodeCheck & CovidCheck
- Recommendations formed part of final ERGA Report
- Recommendations contributed to the development of Strengthened COP 2022
- Coimisiún na Meán continues to participate at ERGA level

COP Commitments



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- Scrutiny of Ad Placements
- Political Advertising
- Integrity of Services
- Empowering users
- Empowering researchers
- Empowering the fact-checking community
- Transparency Centre
- Permanent Taskforce
- Monitoring

How will COP interact with the DSA?



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- Code of Practice under the DSA
- Responsibilities for Very Large Online Platforms (VLOPs) & Very Large Online Search Engines (VLOSEs)
- Actions re non-compliance

Who monitors the effectiveness of the COP?



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ERGA

EDMO

All Member States

What should be Ireland's role in the future?



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- Ensuring monitoring of the COP
- COP becomes Code of Conduct?
- Digital Services Coordinators (DSC)
- Digital Services Commissioner – Coimisiún na Meán

Other/Future legislation?

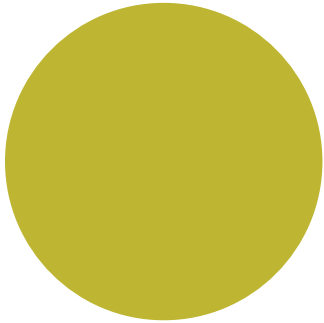


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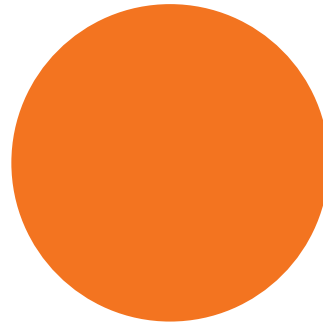
- Digital Markets Act (DMA)
- Audiovisual Media Services Directive (AVMSD)
- Electoral Reform Act
- Proposed European Media Freedom Act (EMFA)

Thank you – Q&A?

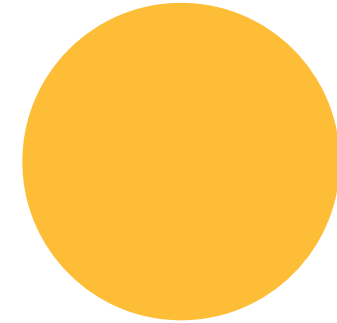
For reference only



Broadcasting Act
2009



Online Safety &
Media
Regulation Act
2022



Competition and
Consumer
Protection Act
2014

Under the Broadcasting Act 2009 as amended by the Online Safety & Media Regulation Act 2022:

- Media Plurality
 - Media Plurality Policy
 - Ownership and Control Policy
 - Media Ownership website www.mediaownership.ie
 - Reuters Digital News Survey – Digital News Report Ireland
 - EU Rule of Law Report
 - Media Pluralism Monitor
 - COP Research
- Media Literacy
 - Media Literacy Policy
 - Media Literacy Ireland
- Funding
 - Courts Reporting Scheme
 - Journalism Scheme