

Research, analysis and opinion on international media law

Meta fined almost EUR400m for breaching EU privacy laws

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Facebook's parent company issued with two fines by the Irish Data Protection Commission over data handling for targeted advertising

Meta has been fined a total of EUR400 million by the Irish Data Protection Commission (DPC) for breaching EU privacy laws, following investigations prompted by complaints made in 2018.

Final decisions were made on 04 January by the DPC, which issued Meta Ireland with two separate fines. Meta was fined EUR210 million for breaches of the GDPR relating to its Facebook service, and EUR180 million for breaches in relation to its Instagram service.

The DPC's ruling also orders Meta to bring its data processing operations into compliance within three months.

The ruling marks the conclusion of two in-depth investigations by the EU's top regulator, which found that Meta forced users to accept targeted advertising.

The DPC made its final decisions on 31 January 2022. In a statement, the regulator commented: "DPC's decisions include findings that Meta Ireland is not entitled to rely on the 'contract' legal basis in connection with the delivery of behavioural advertising as part of its Facebook and Instagram services, and that its processing of users' data to date, in purported reliance on the 'contract' legal basis, amounts to a contravention of →

Channel 4 plans for privatisation formally abandoned

The UK's plans to privatise Channel 4 have been formally abandoned by the Culture Secretary following years of debate, concern and a consultation that started in 2016.

The decision was announced on 05 January and reverses proposals set out by Nadine Dorries, previous Culture Secretary under Boris Johnson's government.

Michelle Donelan, Secretary of State for Digital, Culture, Media and Sport, confirmed that the broadcaster will remain publicly owned, but will be subject to reforms to boost its sustainability and commercial freedom.

Channel 4 commented: "We welcome the Government's decision that Channel 4 will remain in public ownership. This decision provides a firm basis on which to establish the sustainable direction of Channel 4, safely in the hands of the British people."

In consultation with Channel 4, the government has confirmed a package of measures including reforms via the Media Bill, which will allow the broadcaster to make and own some of its content. Channel 4 says it has put "record amounts" into TV and film content to consistently show original content.

As part of the package, Channel 4 will commit to increasing staffing levels outside London, and to growing its advertising-supported streaming service, All 4, soon to be rebranded simply as Channel 4.

Alex Mahon, Chief Executive of Channel 4, said: "The principle of public ownership for Channel 4 is now set for the foreseeable future, a decision which allows us to be even more of a power in the digital world." ■

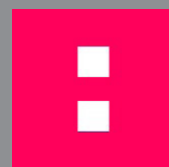
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Dutch competition regulator blocks media merger between broadcasters Talpa and RTL

The Dutch competition authority, ACM, has blocked the proposed merger of RTL Nederland and Talpa Network, two of the largest broadcasters in the Netherlands,

The ACM informed Talpa and RTL of its decision on 30 January, following an in-depth review, on the grounds that the merged company would unfairly dominate the country's television and advertising market.

Thomas Rabe, CEO of RTL Group, commented: "We remain convinced that market consolidation is necessary to compete with the global tech platforms – and that market consolidation will happen in the European TV markets sooner or later."

The merger was initially announced on 22 June 2021. In a statement from RTL, the company noted that both sides had since "fully cooperated" with the ACM to address concerns about market concentration, and made proposals to mitigate these concerns.

RTL stated that its recently proposed remedy was to completely outsource the advertising sales function of Talpa's television channels to Mediahuis Nederland.

Sven Sauv , CEO of RTL Nederland, added: "We can assure our viewers, creators and business partners of our unwavering commitment to build on RTL's strong position as a leading Dutch media company." ■

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← Article 6 of the GDPR."

Commenting on the ruling in a statement, Meta stated 'The debate around legal bases has been ongoing for some time and businesses have faced a lack of regulatory certainty in this area. We strongly believe our approach respects GDPR, and we're therefore disappointed by these decisions and intend to appeal both the substance of the rulings and the fines.'

The statement continued: 'There has also been inaccurate speculation and misreporting on what these decisions mean. We want to reassure users and businesses that they can continue to benefit from personalised advertising across the EU through Meta's platforms.'

Meta stated it has relied on 'Contractual Necessity' to process data needed to provide behavioural advertisement in the EU.

Canal+ to acquire Orange pay TV and film divisions

Canal+ has announced plans to acquire the film and TV operations of Orange in a deal that will make Canal+ the sole shareholder of both companies.

The transaction was announced on 09 January, and will provide Canal+ with 1,800 TV series and films from Orange Studio.

Vivendi-owned Canal+ has been a 33.34% stakeholder of OCS since 2012 and is leading film and television company in Europe.

The deal follows increasing competition from 'powerful global platforms', and comes just weeks after Orange's long-standing output agreement with HBO ended.

The proposed acquisition is subject local regulatory approval, as well as to a consultation period.

In a statement, Orange commented: 'Since their creation in 2007 and 2008 respectively, competition in the audiovisual sector, particularly for OCS, has continued to intensify with the emergence of powerful international platforms. Given this context, Orange has endeavored to ensure the continued development of these two subsidiaries while preserving jobs and the pre-financing of audiovisual content.'

The statement continued: 'To ensure these objectives, Orange entered discussions with the Canal+ Group, its historic partner and a recognized European player in the creation and distribution of content.'

Orange has been the second largest pay TV operation in France, while Canal+ accounted for almost 9.6 million subscribers in 2022. ■

Hungary: Progressive, global networking By Kinga Incze, Mediaspace.global

Why global, professional network is way forward for media lawyers

Kinga Incze



Founder and CEO, Kinga Incze, introduces launch of exclusive premium membership club

We live in a time of fundamental changes, and we believe that in the 2020s it's crucial to design a new future as the fourth industrial revolution is happening.

Nothing is certain within the media and entertainment industries, with lines blurring between publishing, social media, gaming, metaverse and web3. The industry now grapples with what content is in the shadow of IA, what privacy means and what media pluralism means in practice. Essentially, all aspects of how we live are changing under technical and economic rule, sustainability, war etc. Pressure is certainly on the rise.

It's no surprise that, in turn, new ways are born in how we exchange knowledge and network in the professional space – this is what I will discuss in this article. As the Founder and CEO of [Mediaspace.global](https://mediaspace.global), the

social professional network for the media, marketing, tech and regulation industry, I understand how complicated things become from market and legal perspectives.

As a next-generation vertical social network with the ambition to become a global ecosystem where knowledge and money flows globally, we are very excited to announce our partnership with Media Law International (MLI), the prestigious and independent source of information for media lawyers globally.

What does it mean for you?

MLI started to bring its audiences together at its Annual Global Conference (AGC), where professionals meet online. MLI found that collaborating with Mediaspace represents a new wave in virtual global professional interactivity, and allows the independant

publisher to broaden its reach and coverage offering. MLI participants are invited to join Mediaspace.global as registered members for free and meet people, not just profiles at monthly networking sessions.

Mediaspace provides an interactive network for leading professionals in media, marketing, tech and regulation. The newly launched MLI Network, a premium membership on Mediaspace.global, now gives media lawyers a virtual space to meet more often in forum conversations and interactive virtual sessions to discuss ongoing changes, topics and issues under Chatham House Rules, which hold that information can be shared but not attributed.

So, it's going to be an exciting community initiative by MLI. The network is exclusively for media industry professionals, from legal and business sectors, as well as regulators and other decision makers.

Innovators looking and offering new solutions to old or new problems would highly benefit too. If you join, you'll be invited to quarterly virtual roundtables on hot topics.

As a premium member you'll also become a member of Mediaspace Leadership Club, so you become part of a wider global network of decision makers.

We believe this is an excellent way to stay ahead of the curve and find new opportunities, because many exclusive insights are available only via professional networking. Also, by becoming a part of this prestigious leadership group, you'll receive speaking opportunities to share your thought leadership as well as raise your visibility in the digital space. This will help you create a real impact to your desired audience.

So how would we summarise why a global professional network is a progressive way forward for media lawyers? Simply put, it offers exclusive membership, market insight and visibility as well as hidden opportunities. Would you like to try?

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Introduce yourself, and your session topic, to our media audience!

Reply →

Grow traffic, engagement & ROI with Video Dialogues

Vialog Founder, David Sarlos, shares his perspective on industry challenges and 'Unlocking the Power of Video Dialogue to Build Trust in Media'

The critical challenge for media organisations is how to engage readers in interactions with the content on their website in a world of increasingly centralised social media platforms, while preserving the community's safety.

With [Vialog](#), media companies tap into their audience like never before. Vialog engages and activates readers and helps journalists collect thematic contributions cheaper and faster than any current alternative. It connects media companies with

their audiences directly on their websites. To join the discussion, no app or registration is needed, ensuring equal accessibility.

Only the videos that moderators approve show publicly. Collecting video messages without apps, downloads, or schedules has never been easier. Improving the engagement and interaction with their readers enables, media companies to explore converting their dependence on advertisers into future-proof revenue solutions.

How a Public Broadcaster from The Netherlands Generated One New Video for Every 100 Readers

According to the 2022 Edelman Trust Barometer, 67% of people in the Netherlands feel they lack the ability to have constructive and civil debates about issues they disagree on.

Vialog worked with public broadcaster BNNVARA to help activate their relationship with their "Allies". Vialog has generated 2.4 times more video content than text comments on pages where both features are enabled, showcasing the potential for enhanced audience interaction.

By utilising Vialog as a decentralised content creation solution, BNNVARA has gained access to a faster, more cost-effective, and superior method for collecting high-quality user-generated content. Furthermore, it enabled them to engage their audience in safe, meaningful discussions, helping to achieve their engagement goals.

Unlock Video Dialogue to Generate Revenue and Engage with Real People

The lack of video-to-video interactions limits the ability of businesses to activate stakeholders for insight and revenue. Vialog's mission is to provide businesses with more traffic and better conversion by driving user engagement. Business is going snappy videos, one tik at a time, in a format that customers already increasingly use. Decentralised content creation saves marketing spend.

The Power of Video Dialogue for Law Firms

Websites full of text are a liability with a direct risk of business going cold. Especially with the rise of AI, people will more easily neglect raw texts. Real faces and real people have the human warmth that will grow engagement time and conversions on the websites of intelligent businesses.

Vialog's easy-to-use tool enables media law firms to quickly and seamlessly collect high-quality video messages from their teams, clients and stakeholders.

This unique, social content can then be used for a variety of purposes, including creating engaging content for their websites, reaching new audiences with SEO-optimised transcripts, and boosting their brand reputation. Vialog also has a powerful moderation tool with video transcripts auto-generated in 37 dialects, so firms can ensure that all content is appropriate and compliant with their policies and regulations. With Vialog, media law firms can easily and quickly unlock the power of video dialogue to drive engagement and generate revenue.

Special offer for Media Law International

As part of Media Law International's partnership with Vialog, we are pleased to offer you an exclusive promotion that will provide you with one month of Vialog Unlimited for free.

To take advantage of this fantastic offer, simply use the Promo Code "MediaLawInternational" when you sign up at <https://my.vialog.io/signup>. This exclusive offer is only available for a limited time, so act fast to ensure that you don't miss out on this incredible opportunity!

Sign up for Vialog today for seamless stakeholder activation, effortless video collection, a powerful discussion Dashboard and maximised traffic, engagement & ROI.

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