



# Online influencers: regulatory perspective

Olha Hrubá, July 2024

# EU framework

Consumer protection rules:

- Unfair Commercial Practices Dir.
- Consumer Rights Dir.
- Digital Content Dir. and Sale of Goods Dir.

**Trader**



Audiovisual Media Services  
Directive (AVMSD)

**AVMS provider**

Indirectly:

- AVMSD: VSPs
- Digital Services Act : online platforms
- AI Act (mid 2026): deployers of AI



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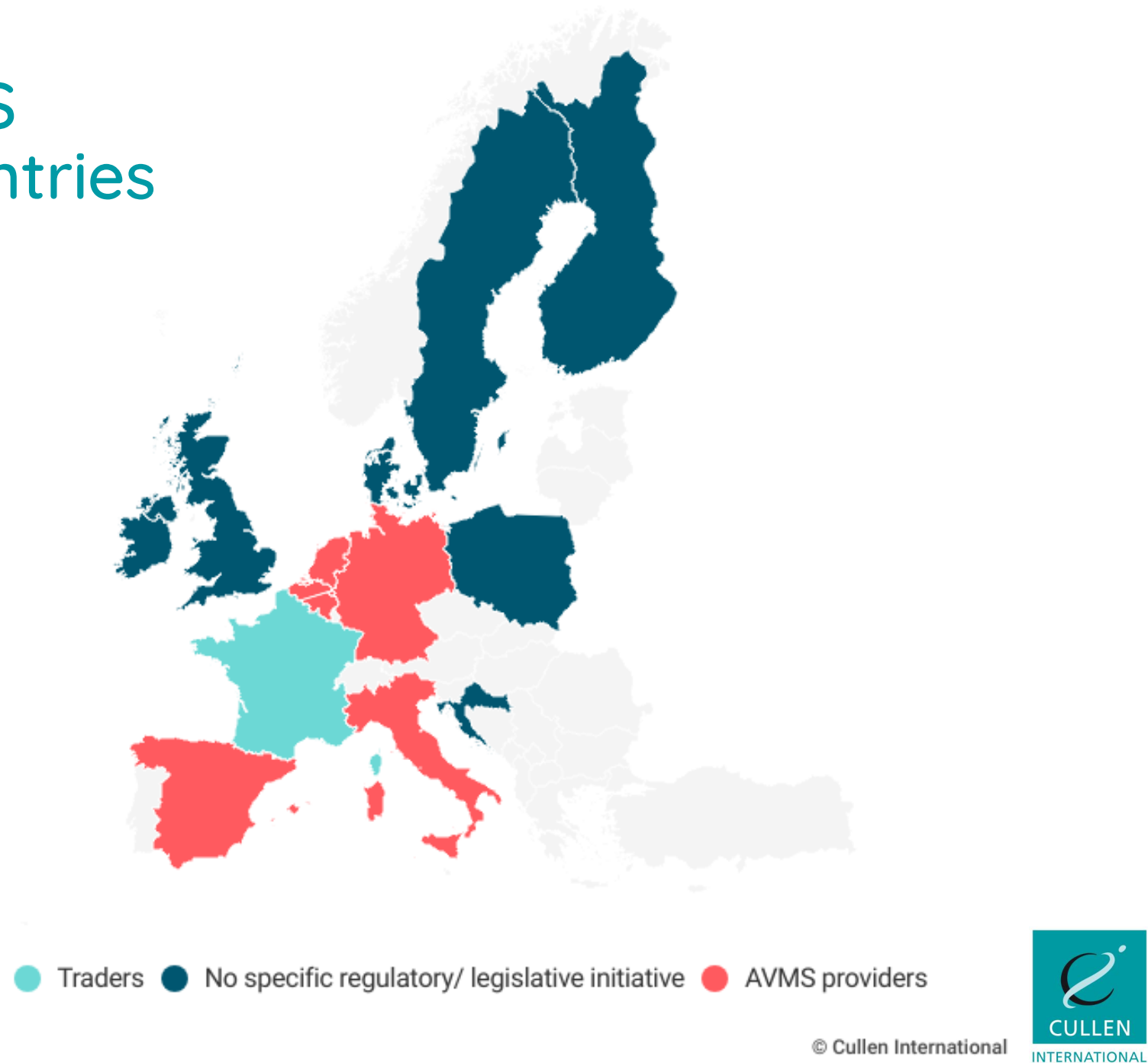
# Specific initiatives in four countries

















- Specific regulatory/ legislative initiative
- No specific regulatory/ legislative initiative

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# Influencers are AVMS providers in five countries



# Regulation of influencers (main measures)

Countries	Commercial communications	Protection of minors	Fight against illegal/ harmful content	Registration/ declaration of activities
 Belgium (VL)	✓	✓	✓	
 Belgium (WA)	✓	✓	✓	✓
 Croatia	✓			
 Denmark	✓	✓		
 Finland	✓	✓		
 France	✓	✓		
 Germany	✓	✓		
 Ireland	✓			
 Italy	✓	✓	✓	
 Netherlands	✓	✓		✓
 Poland	✓	✓		
 Spain	✓	✓	✓	✓
 Sweden	✓	✓		
 United Kingdom	✓			

# France

Law of 9 June 2023 to combat the abuses of influencers on social networks

- Signing written contracts
- Protection of child commercial influencers by the labour code
- Disclosure of deep fakes



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# Italy

Binding guidelines by AGCOM

- Criteria (economic activity, editorial responsibility etc.)
- Thresholds: 1m followers, 24 content items, engagement rate of 2%

# The Netherlands

Policy rules of the CvdM on classification of VOD services,  
media law

- Accounts on YouTube, Instagram, TikTok
- Thresholds (0.5m followers, 24 videos)
- Registered at the Dutch Chamber of Commerce

Measures:

- The Dutch Advertising Code
- The age/content classification system Kijkwijzer





# Belgium

- Content Creator Protocol (binding guidelines) by VRM
- Jury for the advertising ethics (JEP) recommendations

- Recommendations CSA (declaration to the CSA)
- JEP recommendations

Flanders

Wallonia



Thank you!

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