

PRESS RELEASE

EDiMA strongly disappointed at the European Commission announcements regarding new Platform Regulation initiatives

Brussels, May 10th 2017. EDiMA* is disappointed and astounded at the announcements made regarding its intentions to tackle the Business to Business relationships between online platforms and their partners.

Considering online platforms ‘key gatekeepers’ deviates greatly from the progressive thoughts put forward by the Commission in its platform communication in 2016.

EDiMA, its membership as well as other smaller platforms- European and international have been committed to the process that the Commission set-out to analyse the issue in the past 2 years- yet it is apparent that the feedback provided has not been taken into account. Less than a month ago the Commission stated that it was far from being in a position to reach any conclusions on the next steps yet today we see an announcement that legislative action will be taken and be finalised by the end of the year- which is obviously surprising.

On a more positive note, EDiMA welcomes the Commission’s intention to provide more clarity on what notice and take-down processes. This will allow for a coherent approach to be followed, create legal certainty and avoid fragmentation between Member States, some of which are already putting forward worrying proposals.

Furthermore, EDiMA welcomes more guidance on how the sector’s voluntary measures to tackle problems regarding the removal of illegal content can take form within the current liability regime for online intermediaries.

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* EDiMA is the European trade association representing online platforms and other innovative businesses. It is an alliance of new media and Internet companies whose members include Airbnb, Amazon EU, Apple, eBay, Expedia, Facebook, Google, King, LinkedIn, Microsoft, Mozilla, PayPal, TripAdvisor, Twitter, Yahoo! Europe, Yelp. EDiMA’s members provide Internet and new media platforms offering European consumers a wide range of online services, including e-content, media, e-commerce, communications and information/search services.