

# Online influencers: regulatory perspective

Olha Hrubá, July 2024

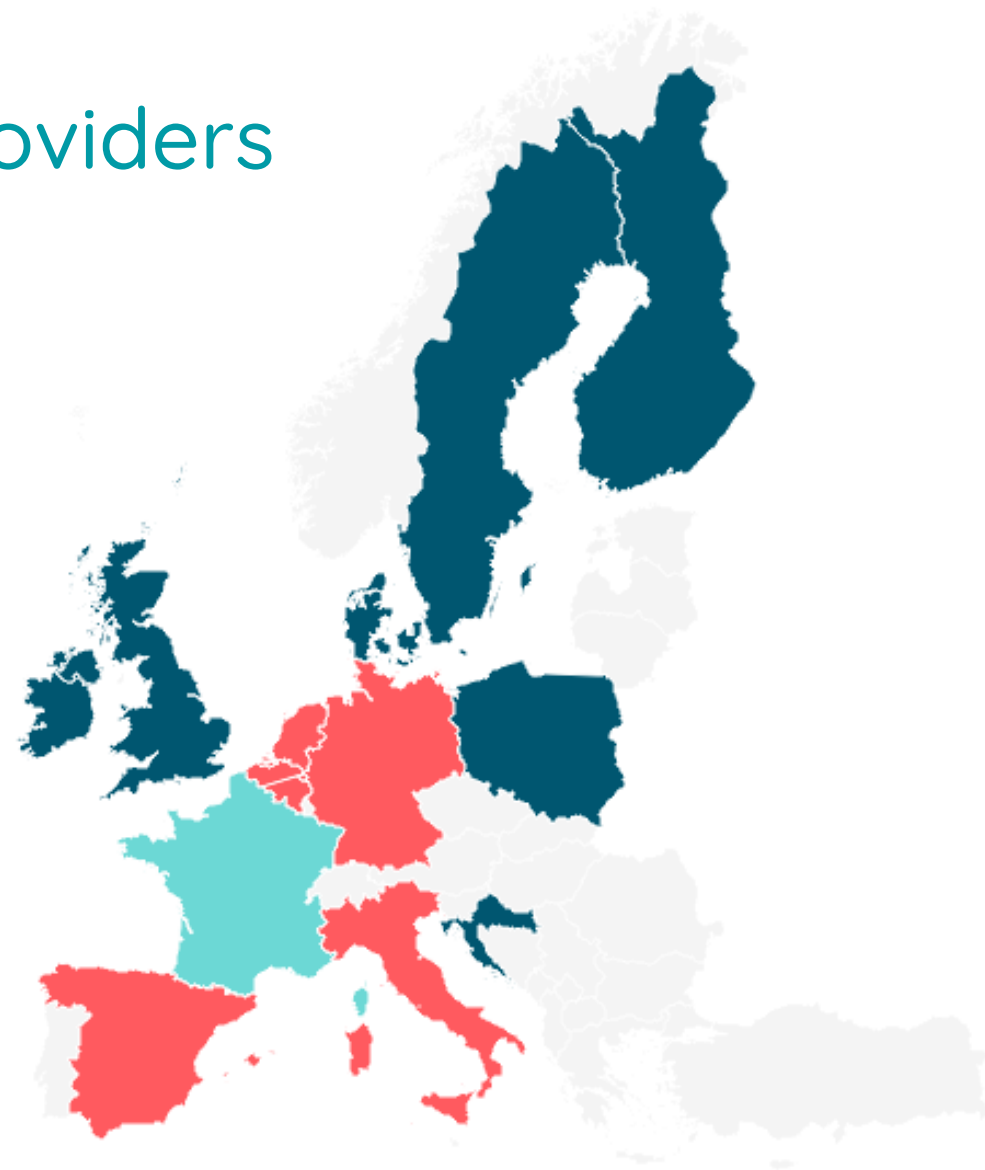
# Specific initiatives in four countries



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

© Cullen International

# Influencers are AVMS providers in five countries



● Traders ● No specific regulatory/ legislative initiative ● AVMS providers

# 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

**AVMS provider**

- Digital Services Act
- AI Act (in application from mid 2026)

# 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

# Italy

Binding guidelines by AGCOM

- Stable and effective link with Italian economy
- Thresholds: 1m followers, 24 content items, engagement rate of 2%



# The Netherlands

Policy rules on classification of VOD services, media law

- Accounts on YouTube, Instagram, TikTok + thresholds (followers, videos)
- Registered at the Dutch Chamber of Commerce

Rules:

- Party to the Dutch ads code
- 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





Thank you!