

# COUNTDOWN TO EU ELECTIONS 2019

## TECH: WHAT'S LEFT ON THE BRUSSELS LEGISLATIVE AGENDA?

What legislation will be approved before the European Parliament mandate ends in May 2019 and what does it mean for business?



### IMMEDIATE HORIZON

**AUDIOVISUAL MEDIA SERVICES:** The EU will adopt new content rules that make video-sharing platforms take action on hate speech, child protection and introduce rules on advertising. More flexibility will be introduced on advertising for broadcasters. Video streaming services will have to carry 30% of European content to operate in Europe.

**TELECOMMUNICATION REFORM:** The new European Electronic Communications Code intends to be a single rule book for all communication services. It will feature measures to incentivise spending on infrastructure, increase high-speed broadband availability and coordinate spectrum auctions. 'Over the top services' will also have to ensure security and integrity of their services, including reporting breaches to authorities and having contingency plans and service continuity strategies.

### LIKELY TO BE APPROVED

**CYBERSECURITY:** The European Cybersecurity Act will establish standards across the EU as part of efforts to make Europe more cyber resilient and safer.

**ONLINE PLATFORM RULES:** New EU rules are being negotiated on how platforms and business users interact, which impose greater transparency requirements on platforms. Negotiations have become increasingly political, and it remains to be seen if the end result imposes enhanced regulatory burdens in addition to the Commission's relatively light touch proposal.

### UNCERTAIN ADOPTION

**DIGITAL TAXATION:** Following pressure from several European capitals, the European Commission proposed new measures to require digital companies to pay up to 3% of their revenue. Despite strong pressure from France to agree the new tax, many businesses and other EU governments remain opposed. In the meantime, countries such as the UK and Spain are planning their own national digital tax.

### UNLIKELY ADOPTION

**ONLINE PRIVACY:** The EU wants to regulate both telecommunications and online communication services (e.g. Skype) in the same way, as well as govern how companies can collect and use cookies. Due to industry resistance and lack of political will from EU capitals, little progress is expected to be made on the ePrivacy proposal.

## FTI CONSULTING'S KEY TAKEAWAY:

FTI Consulting's key takeaway: Europe has already brought you GDPR – but much more business-impacting regulation is just around the corner. From 2019, Europe will start looking at regulation on artificial intelligence, data use and rules governing online platforms. Want to know more? Contact us [here](#) or go to [www.fticonsulting.com](http://www.fticonsulting.com).

\*This infographic only addresses a selection of key files in the technology sector

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