

The Forum Europe's Digital Services Act Conference
'The new rulebook for the digital economy'
4 March 2021 | Online Event

REPORT submitted by M21F

Recordings for all sessions are available on Forum Europe's YouTube page [here](#).
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Agenda

Session One | Responsibility and Online Content: Is the updated regime fit for the purpose?

The DSA sets out a new liability regime for online platforms and seeks to establish improved conditions for the creation of a competitive, safe, and innovative single market. It includes new stipulations for online platforms to counter the spread of illegal content through transparency and traceability rules. It also places new obligations on the largest platforms to prevent the misuse of their systems for the protection of free speech and fundamental rights. The session explores the impact that the new liability regime will have on intermediaries, on the activities of SMEs, and on the user experience. The session discusses the extent to which the framework establishes the right conditions to create a fair, safe, innovative and competitive single market for digital services, in particular around content, in Europe.

Session Two | Online Marketplaces: Promoting trade and protecting consumers

With the goal of further reinforcing integrity and trust in the digital ecosystem, the DSA proposals obligate platforms to make “reasonable efforts” to validate their business customers under the KYBC-principle. Platforms are to retain information about traders to support the tracking down of potential sellers of illegal goods or services and the platform should facilitate compliance with trading obligations to inform consumers and provide appropriate product safety information.

Session 3 | The Digital Markets Act: Do the proposals work?

The session discusses the scope of the DMA and the criteria by which it qualifies gatekeepers. It looks at the impact the proposed rules will have on competition in Europe, on existing and emergent business models and explores the extent to which the European Commission, as the enforcement body, will be resourced to provide the advice, consultation supervision and ultimate implementation of the rules in the coming years.

Session 4 | Online Advertising and User Control: Striking the right balance

Transparency is a recurring principle throughout both the DSA and the DMA, and this is particularly relevant when considering targeted advertisements, which remain an integral part of the business model for many content hosting platforms. The proposals introduce measures concerning increased transparency around recommender algorithms, ad pricing, publisher remuneration, and improved access to performance measuring tools and systems.

Both the DSA and the DMA will seek to address issues around profiling practices, micro-targeting, personalized and political advertising. What is eventually agreed will have significant consequences for online business models, for competition, the user experience, and freedom of speech and democracy. The Commission also anticipates that greater transparency and user choice will result in a reduction of harmful content online. It is therefore crucial for policymakers

to get the rules governing online advertising right to create a framework that mitigates risks while encouraging innovation and competition.

Keynote Speech

Gerard de Graaf, Director, Digital Transformation, DG CONNECT, European Commission

Speakers

Mona Keijzer, State Secretary for Economic Affairs and Climate Policy, Government of the Netherlands

Cédric O, Secretary of State for the Digital Transition and Electronic Communications, Republic of France

Marek Zagórski, Minister of Digital Affairs, Government of Poland (pre-recorded intervention)

Paul Adamson, Chairman, Forum Europe

Dan Michaels, Brussels Bureau Chief, Wall Street Journal

Christel Schaldemose, MEP, Rapporteur for the DSA Initiative, IMCO Committee, European Parliament

Prabhat Agarwal, Head of Unit, Digital Services and Platforms, DG CONNECT, European Commission

Armin Jungbluth, Head of Division – Legal Framework for Digital Services, Media Industry, German Federal Ministry for Economic Affairs and Energy

Siada El Ramly, Director-General, DOT Europe

Claire Fernandez, Executive Director, EDRi

Aoife White, Brussels Legal Reporter, Bloomberg News

Werner Stengg, Cabinet Expert for Executive Vice President Vestager, European Commission

Albert Liu, VP & Deputy General Counsel, Alibaba Group

Fabienne Weibel, Associate General Counsel & Head of Public Affairs, Chanel

Edwin van Houten, Director of Consumer Department, Netherlands Authority for Consumers and Markets

Paul Adamson, Chairman, Forum Europe & Founder, Encompass

Evelyne Gebhardt, MEP, Shadow Rapporteur for the DMA Initiative, IMCO Committee, European Parliament

Guillaume Lorient, Director, Markets and Cases II, Information, Communication and Media, DG COMP, European Commission

Kyle Andeer, Vice President for Corporate Affairs and Compliance Law, Apple

Richard Feasey, Senior Adviser, CERRE

Christophe Roy, Chairman of the Board, Association of Commercial Television in Europe (ACT)

J. Scott Marcus, Senior Fellow, Bruegel

Timo Wölken, MEP, JURI Committee, European Parliament

Irene Roche Laguna, Deputy Head of Unit, Deputy Head of Unit, Digital Services and Platforms, DG CONNECT, European Commission

Professor Sophie Stalla-Bourdillon, Professor in Information Technology and Data Governance, University of Southampton, & Senior Privacy Counsel and Legal Engineer, Immuta

Townsend Feehan, CEO, IAB Europe

David Martín, Senior Legal Officer and Digital Rights Team Leader, BEUC