The Code of Practice on Disinformation

IGF 2022 Town Hall #91
The war in Ukraine and the disinformation war

29 November 2022

Key areas of the 2022 Code of Practice on Disinformation

Demonetisation

- Avoid advertising next to disinformation
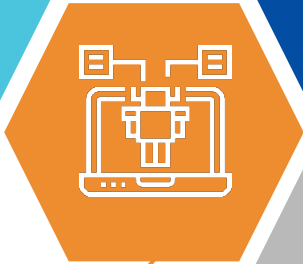- Better cooperation across the ad-industry

User empowerment

- More and better tools to identify, flag and react
- Better access to reliable information
- Enhancing Media Literacy

Transparent political advertising

- Efficient labelling
- Transparency obligations
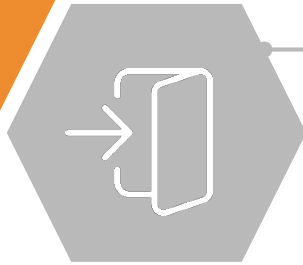
Fact-checking coverage throughout the EU

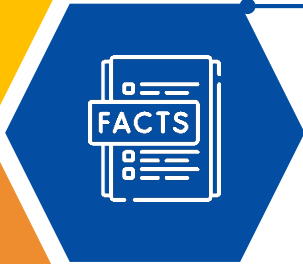- Consistent use of fact-checkers' work
- Fair financial contributions

Reducing manipulative behaviour

- Current and emerging forms
- Stronger cooperation among signatories

Data access for research

- More and easier access to platforms' data
- Support for research

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The 2022 Code: fit for purpose & future proof

Transparency Centre

- Overview of implementation
- Publicly accessible

Permanent Task-force

- To evolve and adapt the Code
- All signatories, ERGA, EDMO, EEAS and chaired by the Commission

Robust monitoring framework

- Reporting on qualitative and quantitative information
- EU and MS level, across languages

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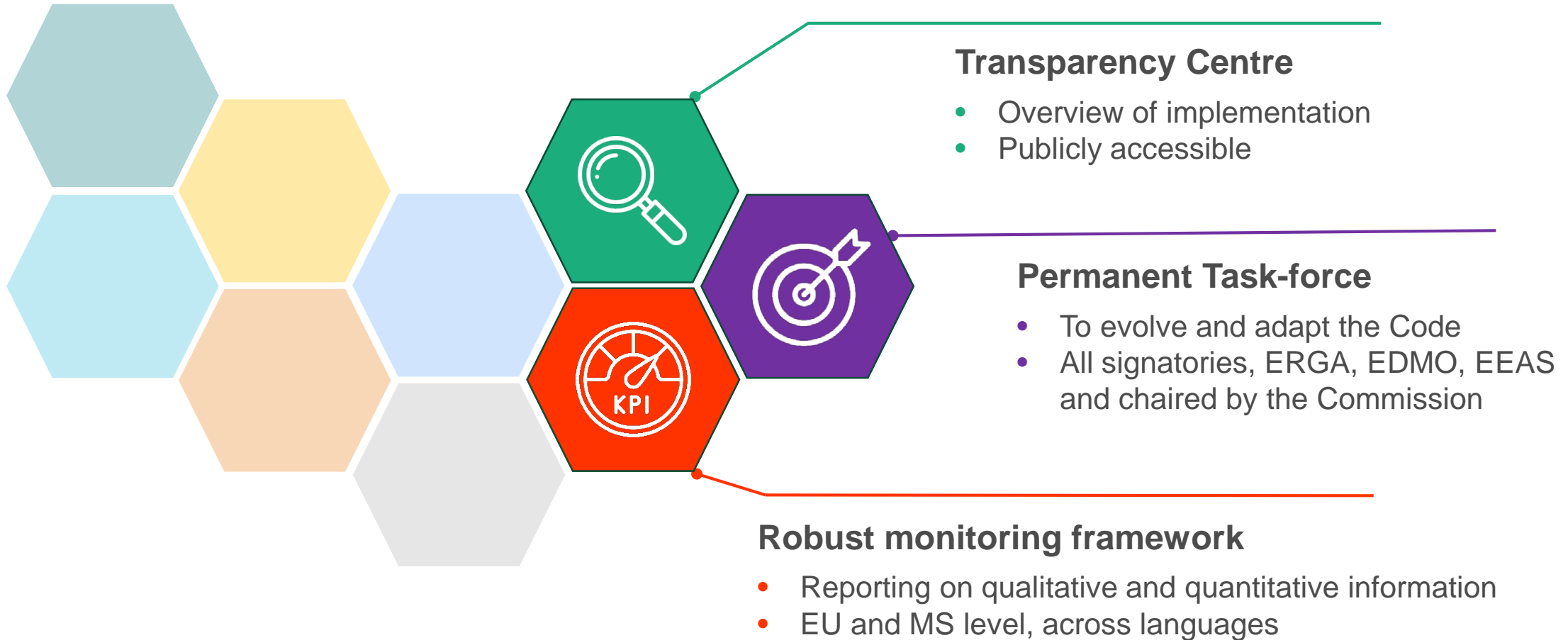
The 2022 Code: the 35 Signatories

as of 10/10/2022

- **Major Online Platforms:** Google, Meta, Microsoft, TikTok, Twitter and trade organisation DOT Europe.

- **Smaller/specialised Online Platforms** : Twitch, Vimeo, Seznam, The Bright App, Clubhouse.

- **Advertising industry**: World Federation of Advertisers (WFA), The GARM Initiative, European Association of Communication Agencies (EACA), Interactive Advertising Bureau (IAB Europe), Kreativitet & Kommunikation, DoubleVerify, MediaMath.

- **Fact-checkers**: Demagog, Faktograf, Maldita, PagellaPolitica, ScienceFeedback

- **Civil Society/research organisations**: Avaaz, Globsec, Reporters without Borders (RSF), VOST Europe, WhoTargetsMe.

- **Players offering technological solutions**: Adobe, Crisp, Kinzen, Logically, Newsback, NewsGuard.

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Thank you

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