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Consultation: guidance for video-sharing platform providers on measures to protect users from harmful material



Start: 24 March 2021 · Status: Open · End: 02 June 2021

Since 1 November 2020, UK-established video-sharing platforms (VSPs) must comply with new rules around protecting users from harmful content.

The main purpose of the new regulatory regime is to protect consumers who engage with VSPs from the risk of viewing harmful content. Providers must have in place appropriate measures to protect under-18s from material which might impair their physical, mental or moral development; and to protect the general public from criminal content and material likely to incite violence or hatred. Services will also need to make sure standards around advertising are met.

The statutory framework sets out a list of measures which providers must consider taking, as appropriate, to secure the required protections.

We are consulting on draft guidance for providers on the regulatory requirements. This covers the measures providers can use to protect users from harmful material and how these might be implemented effectively. The draft guidance also considers the definitions of harmful material and the types of content that are likely to be caught. Advertising-specific requirements are not covered by this guidance.

The consultation document sets out additional information about the draft guidance, including the evidence we have relied upon to support the guidance, and some of the research Ofcom has conducted and commissioned. Full research reports can be found below.

Responding to this consultation

Please submit responses using the [consultation response form \(ODT, 51.8 KB\)](#).

(https://www.ofcom.org.uk/___data/assets/file/0031/216499/consultation-form.odt).

Main documents

[Consultation: guidance for VSP providers on measures to protect users from harmful material](#)

(PDF File, 856.7 KB)

(https://www.ofcom.org.uk/___data/assets/pdf_file/0027/216486/consultation-vsp-harms-draft-guidance.pdf)

Trosolwg o Ddogfen Ymgynghori Llwyfannau Rhannu Fideos_Mesurau Diogelu rhag Niwed

(PDF File, 171.9 KB)

(https://www.ofcom.org.uk/_data/assets/pdf_file/0025/216493/Trosolwg-o-Ddogfen-Ymgynghori-Llwyfannau-Rhannu-Fideos_Mesurau-Diogelu-rhag-Niwed.pdf)

Draft guidance for VSP providers on measures to protect users from harmful material

(PDF File, 758.0 KB)

(https://www.ofcom.org.uk/_data/assets/pdf_file/0028/216487/vsp-harms-draft-guidance.pdf)

Trosolwg Canllaw Llwyfannau Rhannu Fideos_Mesurau Diogelu rhag Niwed

(PDF File, 156.1 KB)

(https://www.ofcom.org.uk/_data/assets/pdf_file/0026/216494/Trosolwg-Canllaw-Llwyfannau-Rhannu-Fideos_Mesurau-Diogelu-rhag-Niwed.pdf)

Supporting documents

Understanding online hate: a report from the Alan Turing Institute

(PDF File, 3.1 MB)

(https://www.ofcom.org.uk/_data/assets/pdf_file/0022/216490/alan-turing-institute-report-understanding-online-hate.pdf)

Research on the protection of minors: a report from the University of East London

(PDF File, 1.3 MB)

(https://www.ofcom.org.uk/_data/assets/pdf_file/0023/216491/uel-report-protection-of-minors.pdf)

User experience of potential online harms within video-sharing platforms: a report from Yonder

(PDF File, 4.6 MB)

(https://www.ofcom.org.uk/_data/assets/pdf_file/0024/216492/yonder-report-experience-of-potential-harms-vsps.pdf)

Yonder report annexes



Responses

No responses to show.

See also...

Video-sharing platform (VSP) regulation (<https://www.ofcom.org.uk/tv-radio-and-on-demand/information-for-industry/vsp-regulation>)

6 April 2021

How to respond

Email: vspregulation@ofcom.org.uk (mailto:vspregulation@ofcom.org.uk)

Advice for Businesses

A starter pack for businesses (<https://www.ofcom.org.uk/advice-for-businesses/inexperienced-digital-users>)

Knowing your rights (<https://www.ofcom.org.uk/advice-for-businesses/knowning-your-rights>)

Disabled business customers (<https://www.ofcom.org.uk/advice-for-businesses/help-for-disabled-business-customers>)

Read all our advice for businesses (<https://www.ofcom.org.uk/advice-for-businesses>)

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