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Video-sharing platform (VSP) regulation



06 April 2021

Video-sharing platforms (VSPs) are a type of online video service which allow users to upload and share videos with the public.

Since 1 November 2020, UK-established 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We are [consulting on draft guidance](https://www.ofcom.org.uk/consultations-and-statements/category-1/guidance-vsp-harmful-material-measures) (<https://www.ofcom.org.uk/consultations-and-statements/category-1/guidance-vsp-harmful-material-measures>) 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 The draft guidance also considers the definitions of harmful material and the types of content that are likely to be caught.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The consultation sets out additional information about the draft guidance, including the evidence we have relied upon to support the guidance, and some of the research Ofcom has conducted and commissioned.

Any stakeholders with questions about Ofcom's regulation of VSPs should email VSPRegulation@ofcom.org.uk (<mailto:VSPRegulation@ofcom.org.uk>).

Notify a service to Ofcom

We have [published guidance](https://www.ofcom.org.uk/tv-radio-and-on-demand/information-for-industry/vsp-regulation/guidance-who-to-notify-to-ofcom) (<https://www.ofcom.org.uk/tv-radio-and-on-demand/information-for-industry/vsp-regulation/guidance-who-to-notify-to-ofcom>) on who needs to notify a service to Ofcom.

This guidance is intended to help providers self-assess whether their services meet the definition of a VSP, and whether their service falls within UK jurisdiction.

You can notify a service to Ofcom by submitting a notification form online. Please refer to the guidance when completing the form.

Notify a service to Ofcom

Provide Ofcom with information about your video-sharing platform

(<https://www.ofcom.org.uk/tv-radio-and-on-demand/information-for-industry/vsp-regulation/notify-to-ofcom>).

Latest publications



See also...

Regulating video-sharing platforms: what you need to know (<https://www.ofcom.org.uk/tv-radio-and-on-demand/advice-for-consumers/video-sharing-platforms>)

9 April 2021

Consultation: guidance for video-sharing platform providers on measures to protect users from harmful material (<https://www.ofcom.org.uk/consultations-and-statements/category-1/guidance-vsp-harmful-material-measures>)

24 March 2021

Guidance: Video-sharing platforms – who needs to notify to Ofcom? (<https://www.ofcom.org.uk/tv-radio-and-on-demand/information-for-industry/vsp-regulation/guidance-who-to-notify-to-ofcom>)

6 April 2021

Call for evidence: Video-sharing platform regulation (<https://www.ofcom.org.uk/consultations-and-statements/category-1/video-sharing-platform-regulation>)

25 September 2020

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/knowing-your-rights>)

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

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