

**Question for written answer E-015678/2015
to the Commission
Rule 130
Cristian-Silviu Buşoi (PPE)**

Subject: Revision of the Audiovisual Media Services Directive (AVMSD)

Over the last few years, we have witnessed an increase in online advertising practices, including through means such as short videos on YouTube and targeted Facebook campaigns. These channels have been used by a number of companies, including the alcohol industry and industries which produce food products high in fat, salt and sugar.

Social platforms and online streaming of audiovisual services are currently not covered by the Audiovisual Media Services Directive (AVMSD); they fall under the remit of the e-Commerce Directive.

1. Is the Commission considering these points in the current REFIT evaluation of the AVMSD?
2. How does the Commission intend to effectively protect young people from marketing of unhealthy products?
3. Does the Commission intend to extend the provision of the AVMSD to include new types of social media?