



Notification Number: 2016/39/F

Decree implementing the provisions of Law No 2015-990 of 6 August 2015 for the growth, activity and equality of economic opportunities relating to reporting obligations for those involved in digital advertising

Date received : 27/01/2016
End of Standstill : 28/04/2016 (30/05/2016)
Issue of detailed opinion by : Commission

Message

Message 002

Communication from the Commission - TRIS/(2016) 00260
Directive (EU) 2015/1535
Translation of the message 001
Notification: 2016/0039/F

No abre el plazo - Nezhahajuje odklady - Fristerne indledes ikke - Kein Fristbeginn - Viivituste perioodi ei avata - Καμμία έναρξη προθεσμίας - Does not open the delays - N'ouvre pas de délais - Non fa decorrere la mora - Neietekmē atlikšanu - Atidėjimai nepradedami - Nem nyitja meg a késések - Ma' jiftaħ il-perijodi ta' dawmien - Geen termijnbegin - Nie otwiera opóźnień - Não inicia o prazo - Neotvorí oneskorenia - Ne uvaja zamud - Määräaika ei ala tästä - Inleder ingen frist - He ce предвижда период на прекъсване - Nu deschide perioadele de stagnare - Nu deschide perioadele de stagnare.

(MSG: 201600260.EN)

1. Structured Information Line

MSG 002 IND 2016 0039 F EN 27-01-2016 F NOTIF

2. Member State

F

3. Department Responsible

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3. Originating Department



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4. Notification Number

2016/0039/F - SERV

5. Title

Decree implementing the provisions of Law No 2015-990 of 6 August 2015 for the growth, activity and equality of economic opportunities relating to reporting obligations for those involved in digital advertising

6. Products Concerned

Advertising in Information Society services.

7. Notification Under Another Act

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8. Main Content

This draft Decree of the Council of State lays down that all those involved in digital advertising are to be subject to reporting obligations, in accordance with Article 23 of Law No 93-122 of 29 January 1993 on the prevention of corruption and the transparency of business and public procedures.

These reporting obligations notably enable the advertiser to obtain guarantees regarding delivery of the services, the technical quality thereof and the resources employed to protect their brand image.

9. Brief Statement of Grounds

On the Internet, alongside standard procedures for purchasing space (over-the-counter purchase of guaranteed space), services that target Internet users are also offered. In the latter case, rather than purchasing space, as would be the case with a standard advertising service, the advertiser typically purchases contacts and a guarantee of service delivery.

In this context, the Decree is justified by the need to preserve the stability of the regulatory framework to which advertisers are bound to adhere, while at the same time introducing changes that allow undertakings that have implemented innovative targeting solutions, especially those based on real-time and auction purchasing methods, to develop.

10. Reference Documents - Basic Texts

Reference(s) to basic text(s): - Articles 20 and 23 of Law No 93-122 of 29 January 1993 on the prevention of corruption and the transparency of business and public procedures, as amended by Article 131 of Law No 2015-990 of 6 August 2015



11. Invocation of the Emergency Procedure

No

12. Grounds for the Emergency

-

13. Confidentiality

No

14. Fiscal measures

No

15. Impact assessment

-

16. TBT and SPS aspects

TBT aspect

No - the draft has no significant impact on international trade.

SPS aspect

No - the draft is neither a sanitary nor phytosanitary measure.

European Commission

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