

Minutes of Meta meeting 27 Dec. 2021

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The media industry proposed exceptions. On Fb and Instagram there are community rules. Problem defining journalist/publicist. Which are established media?

In Sweden, the Källkritikbyrå, which reviews facts, never deletes but restricts access in such cases. Would reduce their activities too.

In a country where there is no free press - can be defined as journalistic content. Important to consider setting global standards?

The proposal to object to content among news media. There are already some mechanisms, cross-checking, among politicians and mainstream media, for example. If marked in advance, before the content is taken down, you get an opportunity to object. However, if someone posts child abuse images or similar, they are immediately removed "anyway". Contact whoever is in the marketplace and they are given the opportunity to object or take it down. Avoid a so called "strike" then. Can be clarified who are the actors in question, and how many have the opportunity to establish that contact.

There is also a news exception on Meta already, e.g. that photos of naked children are forbidden but that in some cases they have enough value to make an exception. Varies if it's before or after a decision. Often people look at it after the fact but want to be able to make the judgement beforehand. Sometimes e.g. 24 hours to flag, you can go longer if it's news exceptions and the like. That process involves quite a lot of work internally in the service. It's doable but if it's legislated and it influences other countries there could be problems but don't see anything wrong with that today.

Such cases are not very common in the Nordic countries.

Anything linked to recommendation systems interesting to them. Their index model is based entirely on ads. Open to transparency but should be possible with targeted marketing. Often data protection issues are raised. Political marketing is now addressed by the new proposed regulation.