



# CONCOURS DE CONTROLEURS DE LA CONCURRENCE DE LA CONSOMMATION ET DE LA REPRESSION DES FRAUDES DES 6 ET 7 JUIN 2024

Concours interne

EPREUVE N°3 - Facultative

Traduction écrite, sans dictionnaire, d'un texte ou d'un document rédigé dans une des langues choisies

**OPTION : Anglais**

(Durée : 1 heure ; seuls les points au-dessus de la moyenne sont ajoutés à la note brute d'admissibilité)

**Le candidat indiquera clairement l'intitulé d'option sur la copie**

**IL EST RAPPELE QUE LES TELEPHONES PORTABLES DOIVENT RESTER  
ETEINTS DURANT TOUTE L'EPREUVE**

## **French social media influencers feel the heat over new law on paid content** **(The Guardian - Saturday 11 November 2023)**

Authorities step up checks and 'name and shame' content creators who break rules in move to regulate industry

When Marie Lopez started recording YouTube videos of makeup and hair tutorials in her bedroom in Lyon aged 16, she "ate, slept and breathed" social media. [...] "I started so young that it feels like my community is part of my everyday life," she said. But trust and "transparency" were key to her audience relationship and so for years, she has been open and signed commercial contracts for product placement or promotion.

So when the French government announced this year that "the party was over" for France's 150,000 social media influencers and passed what it styled as the world's most comprehensive law to monitor paid-for content, Lopez was one of many influencers who engaged with ministers to discuss regulation.

French politicians told parliament that the nation must be protected from social media promotions, from faulty blackhead-suction devices and cosmetic injections given by unqualified practitioners to high-risk financial and betting products. Influencers must now have a written contract for every brand payment or gift over a certain amount – the figure is being defined – and they must clearly state for the duration of a video post if it is a paid collaboration.

The promotion of some products such as cosmetic surgery and tobacco is banned, with clearer rules on financial products. The highest penalties include up to two years in prison and up to €300,000 (£260,000) in fines. [...]

If the French government fast-tracked the influencer legislation this year, it was in part due to scandals around high-profile figures from reality TV. [...]

Arthur Delaporte, a socialist MP who jointly presented the law in parliament, called the new rules a "kind of revolution" that would improve the credibility of the sector. He said the time when a few influencers promoting "any old nonsense" could earn up to €100,000 a month was over.

The French government's consumer, competition and anti-fraud regulatory body, the DGCCRF, has long monitored influencers' content for hidden advertising or dangerous products such as financial instruments or illegal cosmetic injections. The government has now ordered it to step up its checks and "name and shame" influencers who break rules. Under a system of injunctions, influencers found at fault must publish a black banner written by the anti-fraud consumer body on their social network account for 30 days, explaining that they have failed to specify a post was paid advertising or have misled over a product. "This has a dissuasive effect for the influencers, it certainly scares them," said Rémy Slove of the DGCCRF. "And another important effect is it that informs consumers."

In a recent example, a former reality TV contestant, Illan Castronovo, had to post to his 2.2 million Instagram followers that he had promoted a sports betting advice service, and had given the impression that a money-back scheme on state training courses was legitimate when it was not, and he had not been transparent about advertising products. He told followers he recognised his "mistakes". [...]

Carine Fernandez, founder of the agency Point d'Orgue and president of the new French federation of content-creators and influencers, the UMICC, met the economy minister, Bruno Le Maire, this autumn to clarify details of the new law, such as introducing clear mechanisms for influencers to declare all gifts on tax returns. She said regulation was crucial, but there must be an equal playing field. [...]