

EMFA and AVMSD: what's next?

A conference of the European Audiovisual Observatory

Tuesday 3 December, 13.00 – 15.00 (networking lunch from 12.00 – 13.00)

Representation of the Free State of Bavaria to the European Union,

Rue Wiertz 77, 1000 Brussels

Networking lunch	
12.00-13.00	
Opening	
13.00 – 13.05	Opening of the conference by Susanne Nikoltchev , Executive Director, EAO Welcome address by Michael Hinterdobler, Director of the Bavarian Representation to the European Union
Panel discussion	
13.05 – 13.10	Presentation of speakers, panellists and moderator by Susanne Nikoltchev , Executive Director, EAO
Speakers	Mark D. Cole , Professor for Media and Telecommunication Law at the University of Luxembourg and Director for Academic Affairs at the Institute of European Media Law (EMR) in Saarbrücken. Gilles Fontaine , Head of the Department for Market Information, EAO Giacomo Lasorella , President, AGCOM, Chairperson, ERGA
Panelists (alphabetical order)	Mark Dempsey , Senior advocacy officer, Law and policy team, Article 19 Wouter Gekiere , Head of Brussels Office, EBU Ania Helseth , EU Policy Manager, META Anna Herold , Head of Unit 'Audiovisual & Media Services Policy', DG CNECT, European Commission Inga Moser von Filseck , Head of Public Policy EU at Amazon Prime Video Grégoire Polad , Director General, ACT
Moderator	Maja Cappello , Head of the Department for Legal Information, EAO
EMFA unfolded	
13.10 – 13.20	Keynote by Mark D. Cole , University of Luxembourg, Institute of European Media Law (EMR)
The challenges of safeguarding media pluralism and independence of media service providers	
13.20 – 14.00	<i>EMFA sets out a common framework for media pluralism and editorial independence of media service providers. What are the future challenges facing the media sector as regards the protection of media freedom and editorial integrity in the internal market? Are the current rules efficient enough for fostering the economic sustainability of the media service providers?</i>
Fireside chat with the regulators	
14.00 – 14.10	Exchange with Giacomo Lasorella , President, AGCOM, Chairperson, ERGA
Fairness for market players and increased protection for the viewers: are the current rules future-proof?	
14.10 – 14.45	<i>The AVMSD aims to guarantee a high level of protection of users. At the same time, new players have come to the market like video-sharing platforms, social networks or even influencers that might not be subject to the same rules including the visibility of content and the digital advertising market. Is further action needed to ensure fair competition and a level playing field between all actors? Are the current rules efficient enough for fostering the economic sustainability of the media service providers? Are viewers adequately protected on all their devices? What lessons can we learn from an economic analysis?</i> <i>And what's next: Can we expect new regulatory activity or rather a regulatory pause?</i> Presentation on the state of the market and challenges to data collection by Gilles Fontaine , Head of Department for market information, EAO
Interaction with the audience	
14.45 – 14.55	Q & A session
Closing	
14.55 – 15.00	Closing remarks by Susanne Nikoltchev , Executive Director, EAO

