

## 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)

Bavarian representation to the EU, Rue Wiertz 77, 1000 Brussels

Networking lunch	
12.00 – 13.00	
Opening	
13.00 – 13.10	<b>Welcome</b> address by <b>Michael Hinterdobler</b> , Director of the Bavarian Representation to the European Union <b>Opening</b> of the conference by <b>Susanne Nikoltchev</b> , Executive Director, EAO
<b>Speakers</b>	<b>Mark D. Cole</b> , 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. <b>Gilles Fontaine</b> , Head of the Department for Legal Information, EAO <b>Giacomo Lasorella</b> , President, AGCOM, Chairperson, ERGA
<b>Panellists (alphabetical order)</b>	<b>Mark Dempsey</b> , Senior advocacy officer, Law and policy team, Article 19 <b>Wouter Gekiere</b> , Head of Brussels Office, EBU <b>Ania Helseth</b> , EU Policy Manager, META <b>Anna Herold</b> , Head of Unit 'Audiovisual & Media Services Policy', DG CNECT, European Commission <b>Inga Moser von Filseck</b> , Head of Public Policy EU at Amazon Prime Video <b>Grégoire Polad</b> , Director General, ACT
<b>Moderator</b>	<b>Maja Cappello</b> , Head of the Department for Legal Information, EAO
EMFA unfolded	
13.10 – 13.20	<b>Keynote</b> by <b>Mark D. Cole</b> , University of Luxembourg, Institute of European Media Law (EMR)
Panel discussion	
The challenges of safeguarding media pluralism and independence of media service providers	
13.20 – 13.55	<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	
13.55 – 14.05	<b>Exchange</b> with <b>Giacomo Lasorella</b> , President, AGCOM, Chairperson, ERGA
The state of the audiovisual market	
14.05 – 14.15	<b>Presentation</b> by <b>Gilles Fontaine</b> , Head of Department for market information, EAO
Panel discussion	
Fairness for market players and increased protection for the viewers: are the current rules future-proof?	
14.15 – 14.55	<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? And what's next: Can we expect new regulatory activity or rather a regulatory pause?</i>
Closing	
14.55 – 15.00	<b>Closing remarks</b> by <b>Susanne Nikoltchev</b> , Executive Director, EAO