

As adopted by the Executive Board further to EPRA members' consultation on 28 January 2022

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Foreword

• A flexible, lean approach

For this year, EPRA will continue with the simplified approach tested in 2021. This involves a less detailed Work Programme setting out broad themes and topics and flexible discussion formats. Such a framework allows the network to better adjust work processes and outputs both to contingencies and opportunities while remaining true to the EPRA strategic objectives.

• Less topics, more depth

The Work Programme focuses on three priority themes throughout the year, treated through a variety of angles, formats and outputs. Such an approach acknowledges the complexity of the changing media landscape and of the challenges that media regulators face; favours quality over quantity and encourages a smart use of the resources of the EPRA network.

• Change vs. continuity

The Work Programme aims at striking a balance between change and continuity. Three new themes will bring substance for fresh discussions among members in 2022. The Work Programme also builds on the continuation of the work of the EPRA taskforce and roundtables launched in 2021, and will adopt a transversal approach when covering the topics taking into account key findings from previous years.

• Experimenting with online and offline formats

The Executive Board is (cautiously) very much looking forward to resuming face-to-face meetings in 2022 so that members can enjoy the full EPRA experience. At the same time, the Board is mindful to build on the lessons learned from the pandemic and retain some online formats that have proved their value. 2022 will (hopefully) be a year to experiment on the complementarity of online and offline formats.

• A member-driven approach

These are hectic times for NRAs. The Board is keen to support members in the multiple challenges that they are facing. Supporting NRAs in the digital environment is a key theme in this Work Programme. This will be achieved among others through the development of a cooperation scheme with Vienna University - in addition to the running collaboration with the European Audiovisual Observatory and with other partners on an ad hoc basis.

• Complementarity and synergies with the ERGA Work Programme

The EPRA Board commits to avoid overlap and prevent duplication of work for member organisations involved in both EPRA and ERGA networks; rather it aims at complementarity and building on positive synergies to develop added value for both organisations. When covering specific themes, EPRA is guided by its practically-oriented approach, with a clear focus on the exchange of best practices.

1. Assembling elements

- 6 tags reflecting EPRA Strategic priorities for 2021-2023



The [EPRA strategy 2021-2023](#) as adopted by members in December 2020 is the general framework informing the Board's approach in drafting the Work Programme. Six tags reflect the current priorities: accompany members in the changing ecosystem, cooperate with authorities from adjacent regulatory sectors, be future-oriented and cover relevant legal, societal, economic and technological developments.

- To be continued in 2022



In 2021, EPRA has launched three dedicated online groups to support informal discussions and the exchange of best practices and experience on issues at the core of media NRAs concerns: media and information literacy ("EMIL"), artificial intelligence ("AI Roundtables") and the regulation of video-sharing platforms ("VSP regulation"). The interactions were lively and fruitful; the work of the groups will continue in 2022 and feature as a component of the Work Programme.

- Building on cooperation partnerships

In November 2021, the Board launched a cooperation scheme with Vienna University/CPC. In 2022, the Board intends to unfold its full potential to encourage an evidence-based approach to regulation and support members. The Board will also continue to foster the running collaboration with the European Audiovisual Observatory and be open to relevant opportunities with other partners from industry, academia or civil society on an ad hoc basis.



2. Formulating key themes & topics

Empowering & protecting minors	Dis/misinformation, plurality & trust	NRA in a digital environment
Minors & advertising	Practical implications of dis/mis-information for NRAs	Practical implications of regulating online content
Age restrictions	Sustainability of editorial media	Cross-border cooperation & jurisdiction EU and non-EU
Minors & online pornographic content	Public service media sustainability & trust	Mapping training, skills & resources needs

Three themes will feature on EPRA's agenda in 2022. They are intentionally quite broad in scope and could be treated through a variety of angles of potential relevance for member organisations. The sub-topics are listed above for indicative purposes only. They may be amended or concretised by the content producers in charge of each session. Flexibility also applies to format, content producers can choose whether each sub-topic is best treated in a plenary, taskforce, working group or in multiple formats.

All three themes examine whether the traditional regulatory approaches, tools, methodologies and internal work processes of the media regulators are fit for purpose in the online environment and if they require some rethinking.

- **Empowering and protecting minors:**

A recurring subject in EPRA meetings, reflecting the importance of the topic as a key regulatory concern across all jurisdictions and the difficulty to strike a balance between protecting a vulnerable audience and taking into account children's rights. Current challenges i.a. include minors and advertising (e.g. advertising targeting minors and impact of influencers, advertising for products that are High in Fat, Sugar or Salt, researching advertising literacy etc.), age restrictions (e.g. how far can age ratings be transposed in an online environment, age assurance mechanisms, etc.) and minors and online pornographic content.

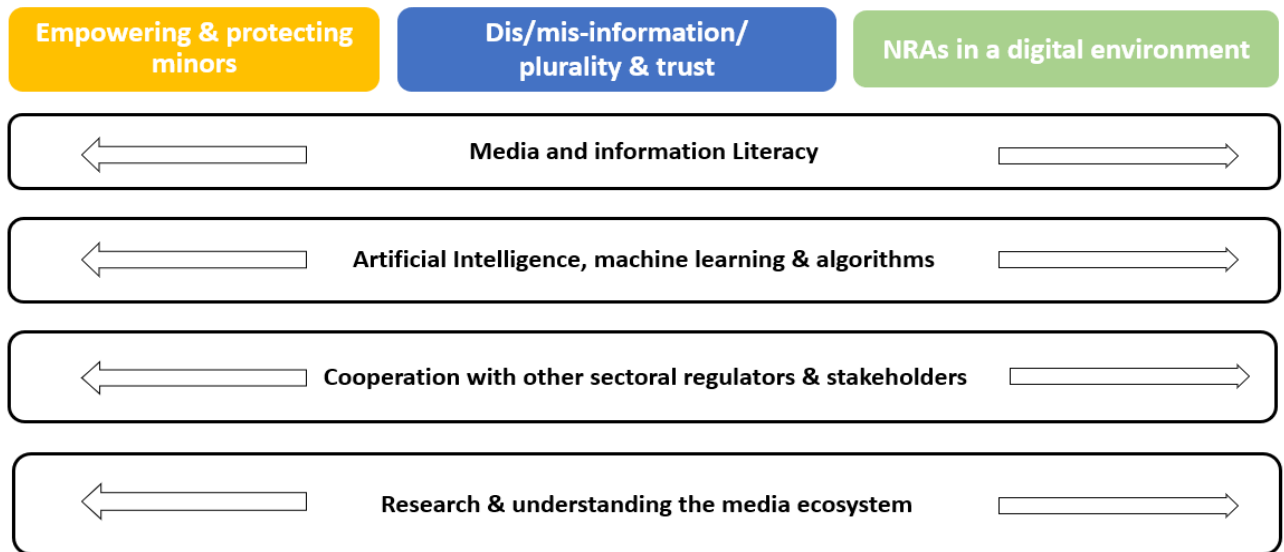
- **Dis/mis-information, plurality and trust:**

Since 2016, the development of strategies to tackle dis-information, mis-information and mal-information have remained very much in the centre of attention; the Covid-19 pandemic revealed some lethal consequences. Ensuring media plurality and trustworthy content is more relevant than ever as highlighted by the [public consultation](#) on the European Media Freedom Act and the ongoing [study on media plurality and diversity online](#). This broad theme could enable topical discussions on practical implications of dis/mis-information for regulators, for instance in - but not limited to - the context of elections, and on the sustainability of editorial media (including public service media) and structural dependencies in the media market and points of control.

- **Regulatory authorities in a digital environment:**

As a result of the extension of material scope, the evolving audiovisual market and the nature of global players, media NRAs have started to design or adopt new methods of work, with a shift in focus from content to processes and measures implemented by stakeholders. This 'learning by doing' approach requires time, effort and resources. What are the practical implications for NRAs of (co)regulating online content? What are their needs in terms of training, skills and resources? This sub-topic may also facilitate practical discussions on cross-border cooperation and issues of jurisdiction between EU and non-EU media regulatory authorities.

3. Transversal approaches



As the media landscape is growing increasingly complex, traditional regulation, in order to remain relevant and effective, will need to be complemented and informed by a number of new approaches, such as developing media and information literacy, building skills and understanding on artificial intelligence, machine learning and algorithms, enhancing cooperation with regulatory authorities from adjacent sectors such as competition, data protection and consumers' authorities, engaging with a wide range of stakeholders - including online platforms - and fostering research and understanding of the media ecosystem and of the changing patterns of media consumption.

When treating the three proposed themes, EPRA will adopt *a transversal perspective* incorporating all these elements notably through the organisation of dedicated meetings of the three online groups ("EMIL", "AI Roundtables" and "VSP regulation") for each theme, in addition to the plenary sessions. EPRA will also strongly rely on established partnerships and ad hoc cooperation with academia, industry and other organisations for the provision of expert speakers and background papers.

4. In a nutshell: EPRA's Work Programme for 2022



Empowering & Protecting Minors

Spring Plenary – 12 May



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AI ROUNDTABLES

VSP regulation

In spring, one of the sub-topics under the general theme of “*empowering & protecting minors*” will be the focus of one plenary session, (hopefully) held in Antwerp on 12 May 2022. In addition, dedicated online meetings of the EMIL Taskforce, the AI and Regulators Roundtable and the discussion group on video-sharing platform regulation will cover other specific aspects of the theme.



Dis/misinformation, Plurality & Trust

Autumn Plenary – 13 October



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AI ROUNDTABLES

VSP regulation

In autumn, one of the sub-topics under the general theme of “*dis/misinformation, plurality and trust*” will be the focus of one plenary session, (hopefully) held in Istanbul on 13 October 2022. In addition, dedicated online meetings of the EMIL Taskforce, the AI & Regulators Roundtable and the discussion group on video-sharing platform regulation will cover other specific aspects of the theme.



NRAs in a Digital Environment

Spring Plenary – 13 May



Autumn Plenary – 14 October

Supporting media regulatory authorities in a digital environment - one key EPRA strategic objective - will be a particular highlight throughout the year and is particularly suitable for face-to-face discussion between regulators. Sub-topics under this general theme will thus be the focus of plenary sessions in May in Antwerp and in October in Istanbul.

5. Annexes

5.1. Indicative schedule of EPRA meetings and online roundtables and working groups

1) EPRA meetings scheduled for 2022

- 12-13 May in Antwerp at the invitation of the Flemish VRM (BE)
- 13-14 October in Istanbul at the invitation of the RTÜK (TR)

2) Online thematic roundtables and working groups (January-July 2022)

AI ROUNDTABLES

Artificial Intelligence & Regulators Roundtable:

- Fri. 14 Jan: AI & Regulators Roundtable Nr. 2
- Fri. 8 April: AI & Regulators Roundtable Nr. 3 (Focus: empowering & protecting minors)
- Fri. 1 July: AI & Regulators Roundtable Nr. 4

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EMIL - Media and Information Literacy Taskforce:

- Wed. 16 Feb: EMIL meeting Nr. 1/2022
- Fri. 22 April - EMIL meeting Nr. 2/2022 (focus: empowering & protecting minors)
- Fri. 15 July: EMIL meeting Nr. 3/2022

VSP regulation

Regulators & video-sharing platforms working group:

- Wed. 16 March: NRAs & VSP WG Nr. 1/2022 (focus: empowering & protecting minors)
- Wed. 29 June: NRAs & VSP WG Nr. 2/2022

5.2. Brief Summary of EPRA outputs in 2021



Living with Hate Speech – from apprehending to combatting

21 May 2021: Online thematic session with high level experts & best practices from EPRA members
→ [Detailed background paper](#) incl. summary and additional resources



Cross-sectoral cooperation between regulators & regulation of online platforms

9 July 2021: joint EPRA & IRG conference – “Working together: Why does it matter?”
100 EPRA & IRG members discussed practical aspects of cross-sectoral cooperation & best practices
→ [Further details on the event](#)

15 Oct. 2021: Online thematic session with high level experts & best practices from EPRA members discussing cross-sectoral regulatory cooperation within the DSA, case-studies on elections, disinformation and online harms.

→ [Detailed background paper](#) (including a summary of the session)



AI & Regulators – Launching online roundtable discussions

Aims: Updates on use of AI-based tools by/for NRAs; discuss impact of AI on NRAs missions; learn from each other

Format: Brief informal meetings every 3 months: presentation of concrete projects & discussion

Members: 23 EPRA members (so far)

→ lively and fruitful 1st meeting on 15 October 2021



EMIL: EPRA’s Media Literacy Taskforce: Building a community

Aims: Coordination & learning/Networking & partnerships/Giving MIL networks a voice

Members: 25 EPRA members + 11 external organisations (so far)

Format: Roundtable meetings every 2 months

→ 5 taskforce meetings in 2021

And also:

NRAs and Video-Sharing platforms Regulation: [special session](#) on 21 Oct. 2021

- Link to presentation [by Sally Broughton Micova](#), Univ. of East Anglia/CERRE
- Link to presentation [by Krisztina Rozgonyi](#), University of Vienna
- Link to presentation [by Maja Cappello and Julio Talavera](#), European Audiovisual Observatory

Evidence based regulation – Youth Engagement in the Digital environment: 24 Nov. 2021

- [Joint workshop](#) with Vienna University/CPC
- [Link to presentations](#) by Dr. Jörg Matthes; Dr. Tobias Dienlin, Dr. Anja Stevic
- Link to [background paper](#)

Additional documents (background documents and speakers’ presentations) can also be found on the [EPRA website](#). Please note that some documents might be restricted to EPRA members.