

55th EPRA meeting

ANTWERP: 11-13 MAY 2022
SESSION OVERVIEW*

11 May: 20.00 **Welcome Reception** - *Felix Warehouse*

12 May: 9.30 – 12.30

Plenary session: **EPRA Agora – Let's reunite!**

12 May: 14.30 – 17:30

Thematic session 1: **Minors & Advertising**

12 May: 19.30 **Dinner** - *Art Nouveau Room Horta*

13 May: 9.30 – 12.30

Thematic session 2: **Media NRAs in a digital environment**

13 May: 13.00 **Farewell lunch** – *Hilton Antwerp Old Town*

13 May: 15.00 **Guided tour of Antwerp** (free of charge)

14 May: 12.00 **Optional programme** (fee)

EPRA Agora




Let's reunite!

Agenda: 12 May (morning)

Hilton Antwerp Old Town



Networking Coffee – 9.00-9.30

9.30 – (15 minutes)	Welcome: EPRA Chairperson & host
	<ul style="list-style-type: none">• Welcome & presentation of changed format• Adopting the agenda• Presentation of the local media landscape: <i>Johan Cassimon</i>, VRM (BE)
9.45 – (40 minutes)	Spotlight on EPRA members: 2 min. interventions 
	<ul style="list-style-type: none">• New faces• New authorities• New developments
10.25 – (20 minutes)	Spotlight on EPRA online taskforces & WGs and cooperation projects
	<ul style="list-style-type: none">• EMIL, <i>Maria Donde</i> • WG on VSPs & Regulation, <i>Luboš Kukliš</i> • AI & Regulators Roundtables, <i>Stephanie Comey</i> • Cooperation projects, <i>Luboš Kukliš</i>
10.45 – (30 minutes)	Special focus: Media freedom and disinformation in times of conflict
	<ul style="list-style-type: none">• Address by <i>Teresa Ribeiro</i>, OSCE-RFoM Representative• Q & A



Networking Break – 11.15-11.45

11.45 – (45 minutes)	Spotlight on observers & guests
	<ul style="list-style-type: none">• OSCE-RFoM, <i>Deniz Wagner</i>• European Audiovisual Observatory, <i>Sophie Valais</i>• European Commission, <i>Raoul Dörr</i>• ERGA, <i>Celene Craig</i>• Council of Europe, <i>Artemiza-Tatiana Chisca</i>



Networking Lunch buffet – 12.30-14.30

**for more details about the social programme, see the [information file by the host](#)*

Minors & Advertising

Connecting the dots between research, policy and regulation and implementation

Thematic session

Agenda: 12 May (afternoon)

Hilton Antwerp Old Town

14.30 – (5 minutes)	Introduction – Mari Velsand, EPRA Vice-Chairperson & Board sponsor <ul style="list-style-type: none">Welcome & presentation of covered topics, session structure and format
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14.35 - (70 minutes)	PART I: Minors & the marketing of unhealthy foods in the online media
15 min	Keynote: <ul style="list-style-type: none">Kremlin Wickramasinghe, World Health Organization Regional Office for Europe
10 min	Legal framework: unhealthy foods on video and content-sharing platforms <ul style="list-style-type: none">Update on Art. 28b (2) AVMSD transposition: Sophie Valais, EAO
15 min	Researching the exposure of minors to unhealthy foods and its effects <ul style="list-style-type: none">Advertising effects & effectiveness: Prof. Jörg Matthes, University Vienna
15 min	<ul style="list-style-type: none">Q&A with speakers
15 min	Sharing updates on implementation <ul style="list-style-type: none">Roundtable discussion with EPRA members



Networking Break – 15.45-16.15

16.15 - (70 minutes)	PART II: Issues of concern in relation to influencer marketing and minors on video and content-sharing platforms
15 min	<ul style="list-style-type: none">Research findings on regulating branded content creators, and blurred lines between videosharing, videogaming and gambling: Prof. Dr. Eva Lievens, Nadia Feci, Ghent University & KU Leuven
10 min	<ul style="list-style-type: none">Media and information Literacy initiatives, Andy Demeulenaere, Mediawijs
10 min	<ul style="list-style-type: none">A glimpse into recent investigations & best practices with regard to influencer marketing and children, Melissa Kekenbosch, Belgian Federal Public Service of Economy
10 min	<ul style="list-style-type: none">Q&A with speakers
25 min	<ul style="list-style-type: none">Media regulators' short case studies

17.25 – (5 minutes)	Wrapping up & conclusions - Mari Velsand, EPRA Vice-Chair & Board sponsor
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Networking Dinner – 19.30 - Art Nouveau Room Horta

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Media NRAs in a Digital Environment

Thematic session

Agenda: 13 May (morning)

Hilton Antwerp Old town



Networking Coffee – 9.00-9.30

9.30 – (5 minutes)	Introduction – Stephanie Comey, EPRA Vice-Chairperson & Board sponsor <ul style="list-style-type: none">Welcome & presentation of focus, format and panels
9.35 – (10 minutes)	Setting the scene – Krisztina Rozgonyi, University Vienna, CPC <ul style="list-style-type: none">Mapping out challenges and expectations for media regulators
9.45 – (45 minutes)	DISCUSSION PANEL I: Great Expectations 2.0 – what’s new? <i>Changing structures, enlarged powers, first experiences with VSP supervision</i> <ul style="list-style-type: none">Panellists: <i>Frédéric Bokobza</i>, Arcom (FR), <i>Celene Craig</i>, BAI (IE), <i>Kevin Bakhurst</i>, Ofcom (UK)Moderator: <i>Michèle Ledger</i>, Cullen International/CERRE
10.30 – (30 minutes)	Interaction <ul style="list-style-type: none">Q&A with panellists & sharing of experiences



Networking Break – 11.00-11.30

11.30 – (45 minutes)	DISCUSSION PANEL II: A peek behind the curtain <i>Issues of staff, resources & cooperation</i> <ul style="list-style-type: none">Panellists: <i>Frédéric Bokobza</i>, Arcom (FR), <i>Celene Craig</i>, BAI (IE), <i>Kevin Bakhurst</i>, Ofcom (UK)Moderator: <i>Michèle Ledger</i>, Cullen International/CERRE
12.15 – (30 minutes)	Interaction <ul style="list-style-type: none">Q&A with panellists & sharing of experiences
12.45 – (5 minutes)	Wrapping up the session & conclusions - Stephanie Comey, EPRA Vice-Chair & Board
12.50 – (10 minutes)	Closing of the meeting – EPRA Chair & host



Farewell Lunch buffet – 13.00

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