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Introduction

• Members' feedback at the core of EPRA processes

In 2022, the Board reintroduced a fully-fledged consultation process and issued a call for topics to gather suggestions for the Work Programme 2023. We also conducted satisfaction surveys (both table and online) to evaluate the content and the format of our meetings in Antwerp and Antalya.

• Building on meaningful complementarity and synergies with ERGA

Many answers to the call for topics relate to the interplay between different pieces of EU legislative framework and how the framework will impact on NRAs competencies or the implementation of EU legislation (notably the DSA). The [ERGA WP 2023](#) is however already dealing with these issues, especially SG 1 (AVMSD) and SG 2 (EMFA, DSA). Focusing on legal instruments - as opposed to discussing *specific themes that may arise from the application of such instruments* - does not fit well in EPRA's mandate. Similarly, media literacy reporting obligations arising from the AVMSD is something that the dedicated ERGA Group will be addressing, but EPRA is willing to help to facilitate discussions on reporting and mapping if such a need emerges later in the year. At the Board-to-Board meeting on 30 November, the EPRA Board brought these matters to the attention of the ERGA Board who agreed with EPRA's analysis. This enhanced cooperation and exchanges around work processes is enshrined in the recently adopted "EPRA-ERGA Ways of Working" document.

• Making a conscious choice in favour of two broad future-oriented topics

The suggestions that the EPRA Board received further to the call for topics are very diverse, reflecting the challenges that regulators face and the complexity of the changing media landscape. The Board proposes to merge several of the proposed topics into two broad, future-oriented themes, and to treat them through a variety of angles, formats and outputs throughout the year.

• Building interactivity into online and offline formats

Face-to-face meetings were successfully re-introduced in 2022; members could enjoy the full EPRA experience again. In parallel, the online roundtables and workshops proved a very flexible and efficient way of interacting between members, building communities of interest around specific topics and exploring emerging concerns. In 2023, we plan to harness the complementarity of offline and online events and introduce interactive elements into our debates (world café sessions, online polls etc.)

• Cooperating with academics, industry and civil society

In 2023, the Board intends to continue encouraging an evidence-based approach to regulation to support members - notably through the partnership with the University of Vienna, the collaboration with the European Audiovisual Observatory, and other partners on an ad hoc basis. The Board is also keen to avail of the insights from the media industry to discuss the changing media markets, emerging concerns and potential remedies. With media freedom issues at the forefront of European debates, it might also be the right time for EPRA to start engaging in a dialogue with civil society and NGOs.



We value your views!

The Board warmly welcomes feedback & offers to contribute to flesh out the flexible approach (page 6).

1. Key themes & topics for in-person meetings

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*.

In November 2022, the EPRA Board issued an open call for topics to EPRA members, asking them to indicate their preferred themes for 2023 under the six strategy tags. The Board received very diverse suggestions in response to the call, reflecting not only the great number of challenges that regulators currently face and the complexity of the changing media landscape but also the different priorities among EPRA members. In order to address issues that can be of interest for a large number of EPRA members, the EPRA Board proposes to merge several of the proposed topics into two broad, future-oriented themes that cover several tags.

1) Media as a Public Good



The broad theme of “*media as a public good*” combines (at least) four strategic tags and builds on the EPRA 2022 workplan's underlying examination of disinformation, plurality, and trust.

This would allow EPRA to address a range of topical legal, regulatory and social issues, such as:

- safeguards to protect independent, high-quality media (incl. - but not restricted to - public service media),
- exploring the rationale of public interest and public good,
- issues of funding and structure,
- issues of availability and prominence in the digital age,
- the role played by media regulators etc.

Such a theme would fit well within the debates around the European Media Freedom Act (EMFA).

It could also facilitate a dialogue with stakeholders, researchers and representatives of the civil society and could provide enough substance for two plenary sessions in spring and autumn.

2) The Future of Content Delivery and Implications for NRAs



The broad theme of “*the future of content delivery and implications for NRAs*” combines (at least) four strategic tags and builds on the EPRA 2022 workplan’s underlying examination of whether traditional regulatory approaches, methodologies and internal work processes of NRAs are fit for purpose in the online environment.

The media landscape is changing rapidly. One key trend is the notable increase in broadcast content being delivered over Internet, be it through an open network (OTT) or a closed network (IP TV). As the method of distribution changes to Internet (as opposed to broadcast TV, cable TV or satellite signals), the licensing framework falls away leading to questions about the future of:

- content regulation (*how will audiences be protected?*)
- distribution (*how will TV and radio content be distributed in the future?*)
- licensing (*how will the licensing framework need to evolve?*)

Such a broad theme would foster lively and practically-oriented exchanges between media regulators ranging from the evolution of strategies and audience of broadcasting methods, the regulators’ toolkit and possibly to the energy and carbon impact of streaming.

It could also encourage discussions with the industry as well as building on synergies with the European Audiovisual Observatory through the MAVISE database. It could provide enough substance for two plenary sessions in spring and autumn.

2. Online roundtables and workshops



In parallel to the two plenary meetings in Antwerp and Antalya, the organisation of regularly-convening **online roundtables and workshops** proved a very flexible and efficient way of interacting between EPRA members, building communities of interest around specific topics, exploring emerging concerns and learning from each other. During the consultation, EPRA members expressed wide support in favour of the continuation of the three existing groups:

- EPRA’s Taskforce on Media and Information Literacy (“**EMIL**”) gathers a number of EPRA members, external organisations active in the field of MIL and media literacy networks. EMIL’s aim is to encourage coordination and learning, foster networking and partnerships and give media literacy networks a voice. Four meetings of EMIL took place in 2022 to discuss a wide-range of topics including disinformation, evaluation, empowering children and youth, and funding. A joint event was organised with ERGA on news literacy.

Potential topics for 2023 include:

- *Setting up a media literacy Strategy: top tips*
- *MIL campaigns: dos and don'ts*
- *Algorithm literacy (joint meeting with the AI group)*
- *Thematic meeting on "Media as a public good" (PSM and MIL)*

- The artificial intelligence and regulators roundtable meetings ("**AI & Regulators Roundtables**") gather a number of EPRA members to exchange informal updates of the use of AI-based tools by/for NRAs and, more generally, discuss the impact of artificial intelligence and machine learning on the missions of media regulators. Five meetings took place in 2022 to discuss and share experience on the use of AI tools in the area of ad regulation and influencers, monitoring and compliance, classification of content, age estimation, and disinformation and trust.

Potential topics for 2023 include:

- *Presentation of AI-tools from NRAs*
- *Algorithm literacy (joint meeting with EMIL)*
- *Risks and opportunities of AI for NRAs*
- *AI and data protection issues*

- The video-sharing platforms and regulation workshops ("**VSP & Regulation**") aim at facilitating the exchange of best practices between EPRA members based on their experience with the regulation of video-sharing platforms. Three workshops took place in 2022 to discuss "the implementation of appropriate mechanisms under Article 28b of the AVMS Directive", "a systemic approach to hate speech" and "age restrictions".

Potential topics for 2023 include:

- *Jurisdiction/country-of-origin issues*
- *Age assurance/age verification*

One EPRA member suggested the creation of an additional online working group on the protection of minors, inter alia to discuss issues around the access to adult content online. As the EPRA Secretariat does not have the capacity to facilitate a fourth online working group in addition to the two in-person meetings, the Board suggests that the topic of age assurance and age verification is discussed during one dedicated "**VSP & Regulation**" workshop.

In addition, the Board would like to remind EPRA members of the possibility to **organise joint ad hoc thematic workshops**, provided that the topic fits into the EPRA work programme, is of interest for other EPRA members, and that the timing is compatible with the schedule of other existing events. As an example, the Dutch Commissariaat voor de Media jointly [organised a webinar on 30 June 2022](#) with EPRA on content classification on video-on-demand.

3. In a nutshell: EPRA's draft Work Programme for 2023



Thematic plenary sessions during in-person EPRA meetings

Spring Plenary – Oslo, 31 May-2 June



Autumn Plenary – Bucharest, 18-20 Oct.

“Media as a Public Good” *(precise subtopics to be defined)*

“The Future of Content Delivery” *(precise subtopics to be defined)*

Keynotes, discussion panels and interactive formats (e.g. world café)



Online roundtables and workshops

e m i l

AI ROUNDTABLES

VSP regulation



Potential joint ad hoc thematic workshop with EPRA member

4. Questions for EPRA members

Your views matter to us! Your input will help us improve this draft and make sure that it reflects your needs and concerns.

We have drafted a few simple questions to collect your feedback.

- Do you agree with the **general approach** suggested by the EPRA Board for 2023?
- Building on meaningful complementarity and synergies with ERGA, do you have any comments or suggestions on **how EPRA can support/complement ERGA's work programme for 2023**?
- Do you agree with **the two themes** suggested by the EPRA Board for 2023?
- Can you suggest specific **subtopics to cover under each theme**?
- Would you like to suggest any **additional theme or topic**?
- Will your authority **cover one of the themes/topics** in your own Workplan in 2023?
- Is your authority willing to **contribute** to some particular topics? If yes, please provide details.
- Any additional **comments or suggestions**?



How to answer the consultation:

To facilitate the consultation process, we have prepared an **online survey** accessible [here](#):

https://docs.google.com/forms/d/e/1FAIpQLScPvJ4EjLclZzDA5u5UBDD8Rdf6qP7wtV9Pbd9lppBzxAyFHg/viawform?usp=sf_link

Deadline for answers: 20 January 2023

Thank you!