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Introduction

• Members' feedback at the core of EPRA processes

In 2022, the Board reintroduced a fully-fledged consultation process, including a call for topics to gather suggestions for the Work Programme 2023, and a round of consultation on a draft Work Programme assembled from the suggestions received from the call. 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 related 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. Also, exchanging about best practices emerging from the application of new regulatory frameworks implies that some time has elapsed after legal instruments have entered into force. 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 2022, 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 were very diverse, reflecting the challenges that regulators face and the complexity of the changing media landscape. The Board decided 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. As the consultation did not yield any clear outcome concerning the subtopics to be covered under each theme, the Board is suggesting some broad orientations but advocates for some flexibility to be able to adapt to emerging issues.

• 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.

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*.

The consultation process made it very clear that the community of EPRA members, as well as a number of third parties, broadly support the draft Work Programme.

This final version of the Work Programme, as adopted by the Board on 25 January, incorporates some thoughtful feedback received during the consultation to enrich and illustrate the narratives.

1) Media and Information for the Public Good



The broad theme of “*media and information for the public good*” combines (at least) four strategic tags and builds on the EPRA 2022 workplan's underlying examination of disinformation, plurality, and trust. It calls attention to the essential role of independent media to produce and disseminate content with high journalistic standards. The freedom to seek, impart and receive information (Art. 10 ECHR) is a prerequisite for a healthy civic space and media act, in this way, in the public interest. This mission of the media remains as relevant as ever in times of crisis as illustrated by the Covid-19 pandemic and the war in Ukraine. How can regulation help safeguard this key role played by media in the public interest and for the public good?

Under this theme, EPRA will address a range of topical legal, regulatory and social issues, such as:

- Exploring the definitions and rationale of “public interest”, “general interest”, “independent”, “trustworthy” or “quality” media and the range of public interest content
- Delving into issues of availability, due prominence and discoverability of public interest content in the digital age, also addressing concerns related to algorithm transparency and content prioritisation
- Looking into safeguards to protect independent, high-quality media, including - but not restricted to - public service media, and to promote an enabling, sustainable environment, this notably implies discussing issues around funding and structure, and media ownership, concentration and competition matters,
- Discussing the role that media regulators - be it from small or large-sized jurisdictions - can play to encourage PSM and public interest content and “public service literacy”, and what constitutes “media regulation for the public good”.

This broad theme will fit well within the debates around the European Media Freedom Act (EMFA).

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



As the consultation did not yield any clear-cut outcome concerning the subtopics to be covered under each theme, the Board suggests:

- adopting a broad focus on **public service media and public interest content** for the spring session,
- address issues around **media ownership, concentration and plurality** in the autumn.

2) The Future of Content Delivery and Implications for NRAs



Future-oriented/technology



Understanding media ecosystem



NRAs



Legal/Regulatory

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.

It is also very complementary with the first plenary theme of “Media and information for the public good” and is thus likely to encourage cross-referencing and cross-fertilization.

The media landscape is changing rapidly. One key trend is the notable increase in broadcast content being delivered to viewers over Internet, be it directly through an open network (Over-the-top) or a closed, managed network with proprietary equipment (Internet Protocol TV). As the method of distribution changes to Internet (as opposed to broadcast TV, cable TV or satellite signals), the licensing framework may fall away leading to questions about the future of:

- content or systemic 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? Is there a need to rethink the rationale underpinning licensing schemes? What alternative/complementary instruments are available in the regulators’ toolbox?*)

Such a broad theme will foster lively and practically-oriented exchanges between media regulators ranging from the contribution of technology to the evolution of content delivery, exploring the boundaries of what “audiovisual” will mean in the future in terms of services and stakeholders’ strategies, the societal and environmental repercussion of these changes and the impact of these developments on regulation, the regulators’ toolkit and the role of regulators - be it from small or large-sized jurisdictions.

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



As the consultation did not yield any clear-cut outcome concerning the subtopics to be covered under each theme, the Board suggests:

- **Reviewing new modes of content delivery and their impact on policy, regulation and regulators** in the spring
- **Exploring the typology of audiovisual services, their legal qualification and regulation** through practical roundtable discussions in the autumn

2. Online roundtables and workshops



AI ROUNDTABLES

VSP regulation

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, as well as 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 and Policy*
- *Algorithm literacy (joint meeting with the AI group)*
- *MIL campaigns: dos and don'ts*
- *Thematic meeting on "Media and information for the 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, data protection and free expression 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 and Information for the Public Good”

- *Spring: Focus on PSM and public interest content*
- *Autumn: Media ownership, concentration & plurality*

“The Future of Content Delivery”

- *Spring: New modes of content delivery & impact on policy, regulation and regulators*
- *Autumn: Typology of audiovisual services, legal qualification & regulation*

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



Online roundtables and workshops

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AI ROUNDTABLES

VSP regulation



Potential joint ad hoc thematic workshop with EPRA member

Annexes

4.1. Indicative schedule of EPRA meetings and online roundtables and working groups (January - June)

1) EPRA meetings scheduled for 2023

- 31 May - 2 June in Oslo at the invitation of the Norwegian Media Authority (NO)
- 18 - 20 October in Bucharest at the invitation of the National Audiovisual Council (RO)

AI ROUNDTABLES

Artificial Intelligence & Regulators Roundtable:

- Friday 10 March: AI & Regulators Roundtable Nr. 7
- Friday 5 May: Joint EMIL – AI meeting on algorithm literacy

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EMIL - Media and Information Literacy Taskforce:

- Thursday 2 March: EMIL meeting Nr. 10
- Fri. 5 May: Joint EMIL – AI meeting on algorithm literacy

VSP regulation

Regulators & video-sharing platforms working group:

- Mid to end June: NRAs & VSP WG Nr. 5

KEY TOPICS ADDRESSED IN 2022

Protection of minors | Disinformation, plurality and trust | Regulators in the online environment

EPRA MEETINGS

55 th EPRA meeting (spring - Antwerp)	56 th EPRA meeting (autumn – Antalya)
<ul style="list-style-type: none"> - Minutes of Agora session (<i>EPRA members only</i>) - Background paper for the thematic session on “Minors and advertising” - including a summary of the session - Background paper for the thematic session on “NRAs in a digital environment” – including a summary of the session (<i>EPRA members only</i>) 	<ul style="list-style-type: none"> - Minutes of Agora session (<i>EPRA members only</i>) - Background paper for the thematic session “Disinformation, plurality and trust” – including a summary of the session - Background paper for the thematic session “NRAs in a digital environment” – including a summary of the session (<i>EPRA members only</i>)

WORKING GROUPS

 **EMIL**, EPRA’s media literacy taskforce: **4 online meetings**

- 16/02/22: 6th meeting; updates on MIL and EMIL: [Summary](#)
- 22/04/22: 7th meeting; focus: “**Empowering children & youth**”: [Summary](#)
- 16/09/22: 8th meeting; focus: “**Disinformation, plurality & trust: the EDMO hubs**”: [Summary](#)
- 18/11/22: 9th meeting; focus: on “**Evaluation and assessment of MIL projects**”: [Summary](#)



EMIL (EPRA)/ERGA joint online event on “Trust and news: (how) does News and Information Literacy work?” on 4 November 2022: [video recording of the event](#)

 **AI & Regulators: 5 online roundtable meetings**

- 14/01/22: 2nd roundtable; “**Automated Compliance Reviews for Film/TV Industry**”: [Summary](#) (*EPRA members only*)
- 08/04/22: 3rd roundtable; “**Age estimation**”: [Summary](#) (*EPRA members only*)
- 01/07/22: 4th roundtable; “**AI-based tools to facilitate NRAs internal processes**”: [Summary](#) (*EPRA members only*)
- 03/10/22: 5th roundtable; “**Dis/misinformation, plurality & trust**”: [Summary](#) (*EPRA members only*)
- 02/12/22: 6th roundtable; “**Online advertising & AI tools for compliance**”: [Summary](#) (*EPRA members only*)

 **VSP & Regulation: 3 online workshops**

- 16/03/22: 2nd workshop; “**Age restrictions**”: [Summary](#) (*EPRA members only*)
- 29/06/22: 3rd workshop; “**Regulation of hate speech**”: [Summary](#)
- 09/11/22: 4th workshop; “**Emerging practices on appropriate mechanisms further to Art. 28b AVMSD**”: [Summary](#) (*EPRA members only*)

AD HOC EVENTS AND OTHER OUTPUTS



- 30/06/22: Joint event with CvdM (NL) “**Content classification on VOD: Towards a European perspective?**”: [Summary](#) (*EPRA members only*)



- New updated [EBU-EPRA list of events of major importance](#) (*EPRA members only*)