

# EPRA's Work Programme for 2024

*As adopted by the EPRA Executive Board, further to the Members' consultation, on 24 January 2024*

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## Foreword

For EPRA, being relevant to our Members is crucial. To ensure that the Work Programme 2024 reflects Members' views and ensures the best possible outcomes, the Board has asked for input both through a brainstorm session at the last plenary meeting in Bucharest, and two calls via online surveys. The Board has also reached out to various external EPRA partners from industry, academia and NGOs for their suggestions.

For 2024, EPRA's three prioritised topics are artificial intelligence, media literacy and hate speech. These are all important and broad topics, which also might facilitate discussions on the application of relevant legal frameworks, such as the AVMSD, DSA and EMFA.

AI will be covered both at the spring and autumn meetings, according to the Members' preference. Also, elections will be a common thread across the selected topics as nine parliamentary elections during 2024, including the EU Parliament elections, will shape the future of Europe. Elections in the US, Russia and India will also have repercussions well beyond national borders.

The Board will ensure that EPRA continues to explore innovative and interactive working formats, both for in-person and online sessions, to facilitate interaction between members and exchange of knowledge and best practices.

We hope that the Work Programme 2024 will set the scene for relevant and interesting input and discussions this year. Members' additional suggestions on how we could treat the topics, possible speakers, and other kind of contributions, are most welcome.

The EPRA Executive Board

*Mari Velsand, Stephanie Comey, Maria Donde, Valentin-Alexandru Jucan, Stanislav Matějka*

# 1. Artificial Intelligence

Board sponsors: **Maria Donde/Valentin-Alexandru Jucan**, EPRA Vice-Chairpersons

- **Why did we select this topic?**

- EPRA members strongly supported addressing various issues relating to AI.
- Transformative potential of AI: more advanced AI systems could precipitate significant societal changes.
- Opportunity to build on previous and strong synergies with ongoing EPRA work.

- **What has EPRA already done in the area, and what can we build on?**

- EPRA has already developed a community of interest around AI issues, through the “[AI & Regulators Roundtable](#)”, which has held quarterly (online) meetings since late 2021. It has collected early examples of AI-based tools for media regulators and raised knowledge on the use of AI in the media field.
- AI has also been a theme at several plenary sessions: Introduction to challenges and opportunities of AI, mapping potential use of AI-tools in the media field (“[Artificial Intelligence & Machine Learning](#)”, Athens 2019), and awareness raising about the impact of algorithms on diversity (“[Promises and challenges of Digital Disruption; Filters, algorithms and diversity](#) – turning concerns into opportunities?”, Edinburgh 2017). In addition, EPRA has produced the podcast “[media plurality in the age of algorithms - transparency and trust: the user’s perspective in online content navigation](#)” (2020).
- EPRA has developed partnerships with academia, and with permanent observer organisations.

- **What will we cover this time?**

- Session 1: (Spring)

***How to successfully introduce AI into the working processes of media regulators?***

EPRA Members will have an opportunity to discuss the necessary steps to build and implement an internal AI Strategy that delivers value for media regulators. Why do media NRAs need an AI Strategy? Where do we start? What could specific guidance on the responsible use of AI include? How to internally implement the use of AI, and which NRAs are already doing so? Selected external experts will provide inspiration based on the experience gathered in related sectors.

- Session 2: (Autumn)

***What is the impact of AI systems on content and what are the implications for media NRAs?***

The rapid development of AI systems, and the boom of generative AI, are having a wide-ranging impact on content production, curation, selection and prioritisation. What are the key issues at stake for the media sector? And how can this impact on the missions of media NRAs, for instance in terms of plurality and electoral integrity? How to cooperate with other sectoral regulators in a meaningful manner? This plenary session will be an opportunity for knowledge sharing in an area where the competences of EPRA Members may vary widely.

***Bonus: AI law Explainer***

A factsheet and/or a setting-the-scene piece for one of the sessions will provide background on:

- Where do we stand on AI legislative initiatives (AI Act, Council of Europe Convention, etc.).
- What role will EPRA members play? (Which NRAs have specific competences when it comes to AI regulation or the use of AI in our regulated sectors?).

## 2. Media Literacy

Board sponsor: **Stephanie Comey**, EPRA Vice-Chairperson

- **Why did we select this topic?**

- Disinformation is an increasing problem globally, and a major concern for media NRAs.
- Very strong support from members for continuing activities in the field of media literacy, including interest in a greater presence of industry at EPRA meetings.

- **What has EPRA done already in this area, and what can we build on?**

- EPRA has already created a community of media literacy actors (media NRAs and other MIL organisations) committed to promote media and information literacy in Europe with the aim to promote and bring value from international cooperation: the [EMIL Taskforce](#) has had quarterly (online) meetings since early 2021.
- EPRA has developed a repository of MIL resources and projects (EMIL Members profiles) and mapped the responsibilities of NRAs in this field.
- EPRA has developed [reflections](#) on video-sharing platforms and the promotion of media literacy.
- EPRA has developed partnerships with academia, and with permanent observer organisations.

- **What will we cover this time?**

- ***Media Literacy & Elections: what works?***

2024 is seen as the biggest election year in history. Voting will take place in a tense geopolitical context and in an era of disruptive technological innovations, and the combination of these factors is likely to boost information disorder. Against that background, there are high expectations that media literacy knowledge and skills could enhance the ability to understand and value the democratic functions of the media and other information providers, and the importance of information pluralism.

Illustrated with examples gathered from recent polls, this session will examine the role that the various stakeholders, such as broadcasters, public service media, community media, video-sharing platforms, and media literacy networks, can play to foster media literacy, news literacy and media freedom literacy among the population and make an impact. Are there best practices principles for interventions to highlight? Is there a correlation between the level of news media literacy and political engagement? How can we reconcile high expectations concerning the short-term impact of MIL actions with the need for lifelong learning and long-term approaches? And what appropriate role can the media NRAs play?

### 3. Hate Speech

Board sponsor: **Stanislav Matějka**

- **Why did we select this topic?**

- EPRA Members expressed a strong interest in addressing the current challenges of regulators in times of crises (war, terrorism, world pandemic, climate change), including issues of hate speech and disinformation.
- Interest in addressing the impact of legislation, e.g. Digital Services Act, Online Safety Act (UK).
- Topic of relevance for both EU and non-EU EPRA members, offering opportunities of knowledge transfer between NRAs with competences in the field of online platforms (e.g. DSCs) and other NRAs.
- Opportunity to build on previous and ongoing EPRA work.

- **What EPRA has done already in this area? And what can we build on?**

- Recurring EPRA topic with past discussions on legislation/case law, jurisdiction, typology of content, best regulatory practices, prevention, lessons from neurosciences, interplay with media literacy, use of AI-tools.
- [Working group on the role of NRAs in times of crisis](#) and their toolkit to fight against bias, false and deceptive materials, based on case-studies collected among members (2016).
- Recent EPRA outputs focussing on hate speech online: "[Living with hate speech: from apprehending to combatting](#)", plenary (online) session with high level experts & best practices from EPRA members (2021); VSP & regulators Workshop Nr.3: "[A systemic approach to hate speech and the challenges of practical application](#)" (2022).
- EPRA has developed partnerships with academia, and with permanent observer organisations.

- **What will we cover this time?**

- ***Fighting hateful content in times of crisis – what role for media regulators?***

With this session, EPRA Members will inspire each other to look for innovative ways to combat and prevent hate speech, online and offline, in times of crisis, based on specific case-studies (such as gendered disinformation, anti-LGBTQ+ or anti-migrants hate) and practical interactive exchanges. Particular attention will also be given to hate speech in the context of elections where practicable.

This will be an opportunity to explore what may constitute hate speech, identify common challenges for EPRA Members despite varying competences and responsibilities, look at the range and impact of legal and non-legal remedies and how cooperation between media regulators, other sectoral regulators, and relevant stakeholders can help.

## 4. Online Working Groups

Throughout the past year, in parallel to the plenary meetings in Oslo and Bucharest, the organisation of regular online roundtables and workshops endured as a flexible and efficient way of interacting between EPRA Members, building communities of interest around specific topics, exploring emerging concerns and learning from each other, without putting undue strain on the Members' time and resources.

In 2024, the **video-sharing platforms and regulation workshops** ("VSP & Regulation"), which had to pause in 2023 owing to a vacancy in the Executive Board, will resume their activities again. This series of workshops, open to all EPRA Members (without prior registration) aims to foster the exchange of best practices between EPRA Members based on their experience with the regulation of video-sharing platforms and to facilitate practical discussions in an informal atmosphere.

In 2024, the **EPRA Taskforce on Media and Information Literacy** ("EMIL") will continue holding its regular meetings and support the preparation of the EPRA Spring plenary session on Media Literacy and Elections. EMIL gathers a large 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 2023 to discuss a wide-range of topics including best practices to set up media literacy policies and strategies and evaluating media literacy projects as well as a joint session with the AI & Regulators Roundtable on algorithm literacy.

In 2024, the **artificial intelligence and regulators roundtable meetings** ("AI & Regulators Roundtables") will be upgraded as a taskforce to support the preparation of the two in-person plenary sessions on artificial intelligence that will take place in Spring and in Autumn. Four meetings of the AI & Regulators Roundtables took place in 2023. They provided insight on how Public Service Media, journalists, and researchers are currently using various AI tools and systems and enabled the exchange of informal updates on the use of AI-based tools by/for media NRAs.

## 5. Schedule

<i>Rotterdam, 5-7 June 2024</i>	<i>Limassol, 23-25 October 2024</i>
<b>AI</b> - <i>How to successfully introduce AI into the working processes of media regulators?</i>	<b>Hate speech</b> - <i>Fighting hateful content in times of crisis – what role for media regulators?</i>
<b>Media Literacy: Media Literacy &amp; Elections:</b> <i>what works?</i>	<b>AI</b> - <i>What is the impact of AI systems on content and what are the implications for media NRAs?</i>

## Annex: EPRA events and outputs in 2023

### EPRA events:

#### In-person EPRA plenary meetings:

- [Oslo](#) – 05/23: 153 participants/ 52 EPRA Members represented
- [Bucharest](#) – 10/23: 121 participants / 50 EPRA Members represented

#### Public conference:

- Media for Good and for Everyone, Joint [EPRA-Cullen International conference](#), Brussels – 03/23: 170 participants/ 15 EPRA Members represented

#### Online Working groups:

##### *EMIL, EPRA's media literacy taskforce online meetings in 2023*

- 30/11/23: 13<sup>th</sup> meeting; **Updates on MIL and EMIL**: [Summary](#)
- 18/09/23: 12<sup>th</sup> meeting; **"Evaluation of MIL projects"**, interactive workshop facilitated by Ofcom-UK
- 11/07/23: 11<sup>th</sup> meeting; **Updates on MIL and EMIL**: [Summary](#)
- 05/05/23: joint meeting with AI group; focus: on **"Algorithm Literacy"**: [Summary](#)
- 02/03/23: 10<sup>th</sup> meeting; focus: on **"MIL strategies & policies"**: [Summary](#)

##### *AI & Regulators: online roundtable meetings in 2023*

- 02/12/2023: 10<sup>th</sup> roundtable: **"Updates on OSCE-RFoM AI work"**: [Summary](#) (EPRA Members only)
- 29/09/2023: 9<sup>th</sup> roundtable: **"AI-based tools and journalism"**: [Summary](#) (EPRA Members only)
- 13/07/23: 8<sup>th</sup> roundtable; **"Large Language Models"**: [Summary](#) (EPRA Members only)
- 05/05/23: joint meeting with EMIL; focus: on **"Algorithm Literacy"**: [Summary](#)
- 10/03/23: 7<sup>th</sup> roundtable; **"AI and PSM"**: [Summary](#) (EPRA Members only)

### Key EPRA Documents:

- "Public Service Media for the Public Good: [Current challenges and how can regulators help](#)", 06/2023
- ["The Future of Content Delivery I"](#), 06/23
- "Media & information for the public good - [A trustworthy media market for the public good](#)", 10/23
- "The Future of Content Delivery II - Adapting the regulatory framework to new modes of content delivery", 10/23 (final revised version pending)
- [Compilation of Country Reports 2023](#) (EPRA Members only)
- [Thematic overview of Country Reports 2022](#) (EPRA Members only)