

# 59<sup>th</sup> EPRA meeting

Rotterdam: 5 – 7 June 2024

## Session overview

5 June: 19.00

**Welcome Reception**

 Hotel New York / NY Basement

6 June: 9.30 – 13.00

 ss Rotterdam

Plenary session: **EPRA Agora**

Life of network, Members & Observers updates

6 June: 14.30 – 17.00

 ss Rotterdam

Theme 1: **Media Literacy & Elections**

*What works?*

Exchanges of best practices with the media industry & discussion

6 June: 19.00

**Dinner**

 Wereldmuseum

7 June: 9.30 – 13.00

 ss Rotterdam

Theme 2: **AI & media regulators**

*How to successfully introduce AI into NRAs' working processes?*

Food for thought, case studies & interactive roundtables

7 June: 13.00

**Farewell lunch**

 ss Rotterdam

7 June: 15.00

**Rotterdam Guided Tour** Free

# EPRA Agora

Agenda: 6 June (morning)

*ss Rotterdam*



**Networking Coffee – 9.00-9.30**

9.30 – (20 minutes)	<b>Welcome: EPRA Chairperson &amp; host</b>
	<ul style="list-style-type: none"><li>• Words of welcome: <b>Mari Velsand</b>, EPRA Chairperson</li><li>• Adopting the agenda</li><li>• Excursion in the Dutch media landscape: <b>Gerda van Hekesen</b>, Head of Research and Policy Advising department, CvdM</li></ul>

9.50 – (55 minutes)	<b>Spotlight on EPRA members: short interventions</b>
	<ul style="list-style-type: none"><li>• Media Regulators</li><li>• Media and Regulation</li><li>• Regulators and Cooperation</li><li>• Regulators and Society</li><li>• Open floor for questions/additional interventions</li></ul>

10.45 – (15 minutes)	<b>Update on cooperation – chaired by Mari Velsand</b>
	<ul style="list-style-type: none"><li>• EPRA's cooperation with partners/projects</li><li>• Focus on a network: The <b>Global Online Safety Regulators Network (GOSRN)</b></li></ul>



**Networking Break – 11.00-11.30**

11.30 – (30 minutes)	<b>EPRA Executive Board by-election – chaired by the EPRA Secretariat</b>
	<ul style="list-style-type: none"><li>• Election for a vacancy in the Executive Board (Vice-chairperson)</li></ul>

12.00 – (60 minutes)	<b>Spotlight on permanent observers</b>
	<ul style="list-style-type: none"><li>• European Audiovisual Observatory: <b>Laura Ene</b> (DMI), <b>Amélie Lacourt</b> (DLI)</li><li>• OSCE-RFoM: <b>Antonius Van Den Brandt</b></li><li>• European Commission: <b>Anna Herold</b> (TBC)</li><li>• ERGA: <b>NN</b>.</li><li>• Council of Europe: <b>Cesare Pitea</b></li></ul>



**Networking Lunch buffet – 13.00-14.30 – ss Rotterdam**

# Media Literacy & Elections

*What works?*

Agenda: 6 June (afternoon)

ss Rotterdam

 **Session starts – 14.30**

Board sponsor: [Stephanie Comey](#), EPRA Vice-Chairperson  
Content producer: [EMIL Steering Group/EPRA Secretariat](#)

## Overall context:

*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.*

Session focus: This thematic session will

- Broaden the discussion to **Media Literacy and Citizenship**, rather than just elections and campaigns, to emphasise the long-term aspect of media and information literacy and acknowledge the fact that disinformation is the symptom of a much larger problem
- Focus on the importance of **multistakeholder approach and collaboration**, with a panel debate featuring media providers, video-sharing platforms, and media literacy networks
- Discuss **what appropriate role media NRAs can play in relation to civic engagement**, traditionally under government responsibility, and on how media regulators cooperate with media service providers.

*More details about speakers and session format will follow shortly*



**Session closes – 17.00**



**Dinner 19.00 – Wereldmuseum**



**Live concert:** featuring flamenco guitarist [Eric Vaarzon Morel](#) - with talented young musicians from the Netherlands, Spain, Germany and Slovenia

# AI & Media Regulators

*How to introduce AI into NRAs' working processes?*

Agenda: 7 June (morning)

ss Rotterdam



**Networking Coffee – 9.00-9.30**

Board sponsor: [Maria Donde](#), EPRA Senior Vice-Chairperson  
Content Producer: [Audun Aagre](#), Norwegian Media Authority

## Overall context:

*Artificial Intelligence (AI) and automated processes are part of the new reality and with the expanding scope of NRAs' competences, using AI-based tools might ultimately become a must. The idea is to demystify AI and discuss in a practical way, whether and how media regulators could integrate AI and automated processes in their ways of working.*

## Session focus: This thematic session will

- Provide an overview of **the opportunities and risks** raised by the use of AI and automated processes by entities with a public interest mission
- Identify **the obstacles and barriers** to an internal implementation of AI
- Present **case-studies of AI implementation** in the ways of working from relevant partners and/or stakeholders
- Discuss and debate **the potential of AI and automated processes for media regulators and its practical implementation.**

*More details about speakers and session format will follow shortly*



**Meeting closes – 13.00**



**Farewell lunch – 13.00**



**Free guided walking tour of Rotterdam – 15.00-17.00**