

62nd EPRA meeting

Yerevan: 22 – 24 October 2025

Session overview

22 October: 19.30

Welcome Reception

 *Congress hotel*

23 October: 9.30 – 13.00

 *Congress hotel*

Plenary session: **EPRA Agora**

Life of the network, Members & Observers updates

23 October: 14.30 – 17.30

 *Congress hotel*

Theme 1: **Defining, promoting and safeguarding media pluralism in the digital age**

23 October: 19.30

Dinner

 *Tavern Yerevan*

24 October: 9.30 – 13.00

 *Congress hotel*

Theme 2: **How to set strategies in a fast-developing environment and implement them?**

24 October: 13.00

Farewell lunch

 *Congress hotel*

24 October: 15.00 – 18.00

Free excursion

 *Khor Virap & Zvartnots Cathedral*

Thursday 23 October (morning)

EPRA Agora

Updates and case studies

Best Western Plus Congress Hotel



Registration – 9.00-9.30

9.30 (20 min)	Welcoming delegates
	<ul style="list-style-type: none">Words of welcome: Stephanie Comey, EPRA ChairpersonAdopting the agendaLocal insights, Gohar Mamikonyan, Member, CTR (AM)

9.50 (50 min)	Spotlight on EPRA members: Practical case-studies
	<ul style="list-style-type: none">Strategy-setting: Armela Krasniqi, President, AMA (AL)Strategy setting: Audun Aagre, Senior advisor, NMA (NO)Pluralism: Sunčica Bakić, Director, AEM (ME)Pluralism: Frédéric Bokobza, Deputy director, Arcom (FR)Open floor for questions/additional interventions

10.40 (20 min)	Update on EPRA & cooperation
	<ul style="list-style-type: none">Update on EPRA Projects and online TaskforcesFocus on GOSRN, the Global Online Safety Regulators Network: NN, Ofcom (UK)

Coffee Break – 11.00-11.30

11.30 (30 min)	Spotlight on Media Ownership Transparency
	<ul style="list-style-type: none">From Passive Audience to Active Citizenry – or: how to turn the quest of media ownership transparency into a best practice for civil society and regulatory collaboration: Olaf Steenfadt, Global Media Registry (GMR)Q&A

12.00 (60 min)	Spotlight on permanent observers
	<ul style="list-style-type: none">European AV Observatory:<ul style="list-style-type: none">Sophie Valais, Deputy Head of Department for Legal InformationJean-Augustin Tran, Market AnalystEuropean Commission: Anna Herold, Head of Unit, DG CNECT I.1 (recorded message)Media Board (EBMS): NNOSCE-RFoM: Guido Keel, Senior advisor and project manager on media and securityCouncil of Europe: Elena Brodeala, Legal advisor, Freedom of Expression and CDMSI Division



Lunch – 13.00-14.30, Best Western Plus Congress Hotel

Thursday 23 October (afternoon)

Defining, promoting and safeguarding media pluralism in the digital age

Best Western Plus Congress Hotel



Session starts – 14.30

Board sponsor: **Stanislav Matějka**, Senior EPRA Vice-Chairperson

Content producers: **Calum Fabb** (CnaM-IE) and **Sela Kooter** (CvdM-NL)

Session aims: Digital platforms are exerting an increasing influence over public discourse, raising urgent questions about opinion power, transparency and democratic accountability. At the same time, as artificial intelligence becomes deeply embedded in the media ecosystem - from content recommendation algorithms to automated journalism - it is reshaping how information is produced, distributed, and consumed. This session explores the evolving interplay between platform governance, AI technologies, and media pluralism. It will examine both the opportunities AI offers for amplifying diverse voices and the risks it poses through algorithmic bias, concentration of power, and reduced editorial transparency.

14.30 (15 min)	Scene setting - Theresa Josephine Seipp , IViR Amsterdam / AI, Media & Democracy Lab
14.45 (45 min)	Interview-style panel – moderated by Stanislav Matějka
	<ul style="list-style-type: none">• Theresa Josephine Seipp, Institute for Information Law (IViR) / AI, Media & Democracy Lab• NN• Ali Abbas Ali, Ofcom (UK)
15.30 (15 min)	Q&A with audience – facilitated by Menti
15.45 – 16.15 Coffee break	
16.15 (60 min)	Roundtable Session
17.15 (15 min)	Key findings & Conclusions



Session closes – 17.30



Dinner - 19.30, Tavern Yerevan

Friday 24 October (morning)

How to set strategies in a fast-developing environment and implement them?

Best Western Plus Congress Hotel



Thematic session starts – 9.30

Board Sponsor: **Valentin-Alexandru Jucan**, EPRA Vice-Chair

Content Producers: **Jordan Ogg** and **Rowena Burke**, Ofcom (UK)

Session focus: *a practice-oriented and process-based session encouraging the sharing of best practices on how to go about making annual/multi-year strategies and carrying them through in a constantly changing environment.*

9.30 (10 min)	Introducing the session - Valentin-Alexandru Jucan , EPRA Vice-Chair
9.40 (20 min)	Setting-the-scene - James Key , Strategy and Policy Principal, Ofcom (UK)
10.00 (45 min)	‘What makes a bad strategy?’ - Facilitated interactive session 1 and feedback <ul style="list-style-type: none">Use case studies/role play from an area that isn’t media regulation to understand the pitfalls. Use real-world examples of when things have gone wrong. Discuss why they failedOutput: design a bad strategy checklist
10.45 – 11.15 Coffee break	
11.15 (45 min)	‘What makes a good strategy?’ - Facilitated interactive session 2 and feedback <ul style="list-style-type: none">How to turn bad into good, using the principles outlined in the opening talk and the learning from the bad strategy interactive session to set out on the right course.Output: design a good strategy checklist
12.00 (45 min)	Panel discussion – moderated by Jordan Ogg <ul style="list-style-type: none">Kajsa Rohdin, Head of Department, MEMY (SE)Carmel Kearns, Assistant Director, Research and Strategy, CnaM (IE)Carla Martins, Member, ERC (PT)Q&A with the audience
12.45 (15min)	Closing of the meeting – EPRA Chair <ul style="list-style-type: none">Updates on the next EPRA meetingsIntroduction to the 63rd EPRA meeting host, the Audiovisual Media Authority of Albania



Meeting closes – 13.00



Lunch – 13.00, Best Western Plus



Free excursion – 15.00-18.00, Khor Virap & Zvartnots Cathedral