# EPRA Work Programme 2026 – Members' Consultation

*Draft of 17 December 2025 – Deadline for responses is **16 January***

**Background:**

On 28 November 2025, the Executive Board met in Strasbourg to agree on the themes that should feature in the draft EPRA Work Programme 2026 based on the feedback collected during a call for topics circulated among the network.

When preparing this draft, the Board was guided by EPRA's strategic objectives, namely, to support members in responding and adapting to change in the media sector in ways that are relevant, future-oriented and complementary to other networks, to create valuable and practical insights notably through the interaction with external stakeholders, and to foster cooperation by bridging the differences and offer a safe space for informal exchanges between EPRA members from the European Union, non-EU jurisdictions, and those aspiring for EU membership.

The Board also considered the preferences expressed by members during the consultation, and the desire to strike a balance between overarching themes allowing media regulators with different mandates to participate meaningfully and more specific, technical topics enabling a case-based peer learning to share innovative and successful approaches.

The Board is now consulting on this draft via a questionnaire, to fine-tune topics and collect concrete offers to contribute. Deadline for responses is **16 January**.

## 1. Plenary Themes

### 1.1. Overarching and cross-cutting themes

In their responses to the call for topics, members showed appetite for several themes addressing overarching societal and regulatory challenges stemming from the quickly changing media ecosystem. Among the suggestions, the Board selected two themes, one because of its enduring popularity (protection of minors) and the second (declining trust in media and society) as it would allow EPRA to address a range of topics of relevance for its members. Noting the keen interest of the membership for artificial intelligence issues, the Board suggests incorporating AI as a cross-cutting theme to be covered in all plenary sessions in 2026 through case studies illustrating both opportunities and risks.

- **Protecting and empowering children and young people across digital and traditional media** (October 2026)

In their feedback from the call for topics, members identified the protection of children and young people in the media as a crucial challenge of our times and a priority theme to feature on EPRA's agenda. Building on recent work, such as the discussion on Protecting Children online in Chisinau in May 2025 and the exchanges within the EMIL Taskforce, and also taking into consideration the ongoing discussions - in Europe and beyond - relating to a minimum age on

social media, the Board suggests continuing the exploration of this wide ranging theme in 2026 by covering specific angles, learning from each other and by engaging in a discussion with stakeholders, especially global online platforms, to foster dialogue and cooperation.

What we might cover this time:

- *Case studies on specific issues, for instance about influencers, video games (e.g., Roblox), and AI-generated content, or specific harms, such as grooming and radicalisation.*
- *Case studies on effective cooperation strategies with other regulators and stakeholders.*
- *The age of majority: how to balance restrictions with creating meaningful alternatives for minors that comply with their rights.*
- *Exploring the complementarity between regulatory approaches and media and information literacy and user education aspects.*

- **Declining Trust in Media & Society: Consequences for the information environment and how media regulators can respond** (October 2026)

Trust in the relationship between media and their audiences is vital. However, trust in the media as an institution is generally low: in 61% of European countries, more citizens tend to distrust the media than trust it.[1] Declining trust in the media and society is a fundamental challenge which affects and undermines regulatory effectiveness. Exploring this topic would allow EPRA to continue and deepen past discussions around media pluralism (Yerevan, October 2025) and public interest content (Oslo, May 2023; Bucharest, October 2023). This overarching theme appears particularly conducive to the involvement of academic experts to gain deeper insights through a presentation of the latest research findings.

What we might cover this time:

- *The role that media regulators can play to support media organisations develop appropriate trust strategies.*
- *Issues related to social and political polarization, including assessing the intensity of polarization in different contexts and exploring ways to mitigate associated risks.*
- *Lessons learned from past crises, such as the Covid-19 epidemic, regarding communication with audiences and interaction with stakeholders and media players.*
- *The role of AI in the decline of trust in media and society, as a tool that can both exacerbate challenges and help reduce risks.*

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[1] Source: TRUST IN MEDIA, EBU-MIS SEPTEMBER 2025

## 1.2. Specific and technical topics for case-based peer learning

In their feedback from the call for topics, several members expressed a preference for covering specific/technical topics which would enable interactive, case-based peer learning sessions as an effective method of sharing knowledge and experiences between counterparts. Among the suggestions, the Board identified two themes '*Protecting and Empowering Audiences with Accessibility Needs*' and '*How Should Licensing, Authorisation and Notification Systems Adapt to the New Realities of Digital Media: From Streaming and Podcasts to Content Creators*' with a strong potential to facilitate the sharing of innovative and successful approaches among the membership.

- **Protecting and empowering audiences with accessibility needs** (May 2026)

The topic of accessibility of audiovisual media services has not been addressed within EPRA since the meeting in Athens in 2019. Revisiting this theme would allow EPRA to further explore issues such as quality, discoverability, and effective cooperation strategies with stakeholders.

What we might cover this time:

- *Practical presentations from EPRA members of innovative and successful initiatives/approaches, for instance in terms of quality of accessible services.*
- *Presentation of examples of recent AI tools to support accessibility needs, along with feedback on their effectiveness and shortcomings. This would also contribute to create synergies with our recently relaunched AI and Regulators online roundtables.*
- *Best practice examples on inclusion and cooperation between media regulators and disability organisations.*
- *Discuss the role that online platforms currently play in the promotion of accessibility.*

- **How should licensing, authorisation and notification systems adapt to the new realities of digital media: from streaming and podcasts to content creators** (May 2026)

Adapting the regulatory framework to new modes of content delivery was last addressed in 2023 in Bucharest. Over the past three years, both the challenges and practices have evolved significantly, which is why we propose revisiting this topic. In terms of format, we suggest focusing on case-studies, to allow for interactive discussions between EPRA members on how to handle emerging services with evolving business models and practical and cross border issues of implementation encountered by EPRA members from the European Union, non-EU jurisdictions, and those aspiring for EU membership.
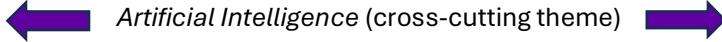
What we might cover:

- *Case-studies on the framework applicable to new players and emerging services, such as content creators/influencers, podcasts etc.*
- *Case-studies on issues of licensing and notification fees, complaints and compliance.*
- *Case-studies on cross border issues (e.g. level playing field and country of origin issues) raised by diverging frameworks.*

## 2. Online Working Groups

Two online working groups have been operating in 2025:

- 'EMIL', EPRA's Media and Information Literacy Taskforce, held four meetings - the format alternating between thematic and informal exchanges of updates. Participation and engagement remain strong.
- We relaunched the 'AI & Regulators Roundtable' meetings on 21 November 2025 with an informal round of updates on how media regulators are currently engaging with artificial intelligence. The relaunch meeting was well attended and fruitful and revealed enthusiasm for exchanging experience and case studies.
- The Board decided to discontinue the 'VSP & Regulation Workshops', as the level of engagement from EPRA members did not meet expectations initially hoped for, and to avoid potential duplication with the work of other regulatory networks. The Board proposes to continue operating the two online Working groups in 2026.

## 3. Envisaged schedule

| epra | Draft Work Programme 2026 | |
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| **Plenary topics in 2026** (in-person meetings) | | |
| **Tirana, 20-22 May 2026** | | **Dublin, October 2026** |
| *Protecting and empowering audiences with accessibility needs* | | *Protecting and empowering children and young people across digital and traditional media* |
| *How should licensing, authorisation and notification systems adapt to the new realities of digital media: from streaming and podcasts to content creators?* | | *Declining trust in media & society: consequences for the information environment and how NRAs can respond* |
| ← *Artificial Intelligence* (cross-cutting theme) → | | |
| **Working Groups in 2026** (online quarterly meetings) | | |
| *EMIL* <br> *Next meeting: 13 March 2026, 10-12 CET* | | *AI & Regulators Roundtable* <br> *Next meeting: 26 February 2026, 10.30-12 CET* |

The Board warmly invites you to share your suggestions and offers to contribute by answering a short questionnaire by **16 January at the latest**.