

Mastering EU content regulation of media & platforms

ONLINE TRAINING COURSE



INTERNATIONAL



online
training

regulation made simple

Mastering EU content regulation of media & platforms



online
training

TRAINING

The training will provide attendees with:

- an overview of the EU architecture governing the regulation of audiovisual services and of online platforms
- an in-depth overview of the recently revised EU Audiovisual Media Services (AVMS) Directive and how these changes are implemented by the member states
- dedicated sessions on how TV channels and streamers need to contribute to the financing of the creative sector, on the prominence of services of general interest, new requirements on accessibility, and on signal integrity
- an in-depth overview of the Digital Services Act (DSA)
- a clear and practical overview of the relevant EU copyright framework and some national specificities
- an insight into initiatives recently proposed (or about to be proposed) by the European Commission to address media freedoms and democracy: online disinformation, political advertising and the upcoming Media Freedom Act

The training will contain some self-learning sessions and live (online) sessions.

Who should attend and why?

The course is suitable for:

- seasoned regulatory experts who have become specialised in a specific area and who wish to refresh their understanding of the broader range of regulatory issues
- regulatory specialists dealing with a specific country who want to become acquainted with broader regulatory developments across Europe
- individuals who have recently moved into a regulatory position and wish to acquire a rapid grasp of key debates; and

- regulatory experts who wish to reflect on regulatory trends in the industry

The seminar is not designed for experts who are already very familiar with the various aspects of media, copyright and platform regulation.

“ *Very interesting, complete and essential for professionals working in the sector.* ”

Carla Carrinho, NOS

The training organiser

Cullen International provides regulatory and competition law intelligence in telecoms, media, postal and the digital economy – covering developments across Europe, Americas, the Middle East and North Africa, as well as key trends across the globe.

For over 35 years, we have been providing comprehensive, neutral, unbiased, timely information that is trusted by industry and official institutions alike. We are widely recognised as the leading regulatory intelligence provider in the field.

Our services consist of a unique range of alerts, reports, benchmarks and enquiry services that are complemented by our topical conferences and regulatory training offer.

We are also regularly selected to carry out important research and studies for the European Commission and other organisations and we are frequently sought out to chair or make presentations at industry events.

COURSE TIMINGS

For future course dates, please visit our website:

www.cullen-international.com



Mastering EU content regulation of media & platforms



online
training

TRAINING

All Cullen International trainers are seasoned regulatory affairs professionals specialised in telecoms, media or internet regulation. Most of them have more than ten years experience in their field of expertise.



Speakers

Michèle Ledger, *Head of Practice*, Michèle leads Cullen International's Media regulatory intelligence service. She worked for many years in the digital economy practice and has extensive knowledge of the implementation of the EU frameworks at national level across Europe. She is a researcher at the CRIDS research centre of the University of Namur where she also lectures on the regulatory aspects of online platforms at the postmaster degree course (DTIC). She joined Cullen International in 1998, previously working as a lawyer in Brussels.

Laura Sboarina, *Principal Analyst*, Laura follows EU regulation affecting the media sector, specialising on television and online video services. She also follows the television markets in Italy and the US. Laura joined Cullen International in 2011, previously representing in Brussels the European association of television and radio advertising sales houses (EGTA).



Guest speakers

Séverine Dusollier, *SciencesPo Paris / University of Namur*, is professor at SciencesPo Paris where she teaches intellectual property. She is also Professor at the University of Namur (and former director of the CRIDS, a research centre on information law and society) and at CEIPI (Strasbourg University). She is widely recognised as a leading expert on copyright matters.

Alexandre de Streel, *University of Namur / CERRE*, is professor of European law at the University of Namur where he chairs the Namur Digital Institute, and visiting professor at the College of Europe (Bruges) and SciencesPo Paris. He is also academic director of the digital research programme at the Brussels think-tank Centre on Regulation in Europe (CERRE), chairs the expert group on the online platform economy advising the European Commission and a part-time judge at the Belgian Competition Authority. His main areas of research are regulation and competition policy in the digital economy as well as the legal issues raised by the developments of artificial intelligence. Previously, Alexandre held visiting positions at New York University Law School, European University Institute in Florence, Barcelona Graduate School of Economics and the University of Louvain. He also worked for the Belgian Deputy Prime Minister, the Belgian Permanent Representation to the European Union and the European Commission. He holds a Ph.D. in Law from the European University Institute and a Master's Degree in Economics from the University of Louvain.



Mastering EU content regulation of media & platforms



online
training

TRAINING

EU audiovisual architecture: value chain, relevant frameworks and main principles

Self-learning

The training will start by providing an overview of the value chain to understand the actors involved in the audiovisual content protection, transmission and delivery segments. It will then provide an overview of the EU instruments that apply, their scope of application and their underlying policy objectives. It will focus on the governing principles of the new AVMS Directive and will highlight the novelties it introduces in terms of how operators will be supervised.

- the value chain
- the relevant frameworks: AVMS Directive, European Electronic Communications Code and E-commerce Directive
- the interplay between these frameworks and the Digital Services Act

Overview of minimum EU rules for TV channels, video-on-demand (VOD) services and video-sharing-platforms (VSPs). A level playing field for content rules?

Self-learning

This session will introduce the minimum EU content rules that apply to audiovisual services across the EU (such as on advertising, the promotion of EU works and the protection of minors) to assess if there is a level playing field between TV channels, VOD and VSPs.

Oversight of audiovisual services

Self-learning

This session will introduce rules on the oversight of audiovisual services, and in particular rules on:

- jurisdiction
- country of origin and derogations
- the role of regulators

Implementation and enforcement of new rules for VSPs across the different member states

This session will provide a detailed overview of the implementation at the national level of the new rules for video-sharing platforms. It will also look at debates in the different member states on the role and enforcement powers of national regulatory authorities.

The contribution of streaming services to the funding of the European creative sector. Overview of national rules

This session will provide an overview of the national obligations to fund the creative sector imposed on TV and streaming services, with a special focus on obligations imposed on streaming services established in member states that target other national audiences.

The distribution of audiovisual services. Overview of national rules on accessibility, prominence and signal integrity

This session will cover new requirements in the AVMS Directive and national specificities to ensure that:

- audiovisual services are accessible to people with disabilities
- services of general interest to society are prominently displayed
- the audiovisual signal is protected from third-party overlays

Copyright: general principles governing copyright in the audiovisual sector

This session will cover the basic principles of copyright protection in relation to audiovisual content both from the perspective of those who own the rights and of those wanting to broadcast or retransmit audiovisual content either on a national or pan-European basis.



Mastering EU content regulation of media & platforms



online
training

TRAINING

Copyright: new EU rules for platforms and implementation at the national level

This session will focus on the new EU Directive on Copyright in the Digital Single Market and in particular on the EU requirements for content sharing platforms to clear copyright uploaded by their users. It will provide some examples of national implementation.

Media & democracy: online disinformation, political advertising and upcoming Media Freedom Act

This session will provide an overview of new important initiatives for media and democracy:

- the upcoming Media Freedom Act
- the proposed regulation on political advertising
- the revised code of conduct on online disinformation

DSA: introduction & scope

This session will introduce the context of adoption of the DSA, its main objectives and scope of application. It will provide a clear and practical overview of:

- the services in scope
- the type of illegal and harmful content covered

DSA: dealing with illegal content and with content in breach of the platform's terms and conditions

This session will look at the obligations imposed on the different providers to fight illegal content (including services and products) while increasing the transparency of their activities and avoiding private censorship. It will also include an overview of:

- the different layers of reporting obligations in relation to content moderation activities
- the safeguards to protect users that share content and how the safeguards increase in line with the level of due-diligence required

DSA: dealing with special categories of content

This session will cover rules for very large platforms (VLOPs) and search engines (VLOSEs). It will include:

- the categories of systemic risks that need to be assessed
- the types of measures VLOPs and VLOSEs need to take to assess and mitigate systemic risks
- the treatment of journalistic and audiovisual content

DSA: liability and relationship with law enforcement

This session will provide an overview of the liability rules of intermediaries for third party illegal content and the changes brought to the current rules of the Electronic Commerce Directive.

It will also cover the obligations of platforms to collaborate with law enforcement authorities.

DSA: treatment of advertising and recommender systems

The DSA introduces new transparency rules on advertising and on recommender systems to protect users and minors (for advertising) from hidden practices and unwanted targeted profiling in some cases. The session will provide a clear overview of these rules, which vary according to the type of platform covered.

DSA: oversight

The DSA introduces an innovative set of rules on oversight by national competent authorities and by the Commission. This session will provide an overview of:

- the respective powers and competences of the national competent authorities, the European Commission and the European Board for Digital Services
- the cooperation between these entities
- the specific obligations for VLOPs and VLOSEs to collaborate with these instances and with vetted researchers

DSA: Critical appraisal with professor Alexandre de Streel

Professor Alexandre de Streel will animate a session where participants can critically assess the DSA and its relationship with the rules on VSPs in particular.



For more information



On the programme, contact
Michèle Ledger
Tel +32 (0)497 47 05 27
michele.ledger@cullen-international.com



On administrative questions, contact
Naijen Caro Jara
Tel + 32 (0)2 738 72 03
events@cullen-international.com

How to register?

Please register by filling in the respective registration form on our website:
www.cullen-international.com

Fees

Fee (VAT excluded*) per delegate

Early-bird fee (up to one month before the event)	€ 1,700
Standard fee	€ 1,900

10% discount for multiple registrations from the same organisation

Belgian VAT (21%) is chargeable on all bookings.

Upon receiving your registration, we will send you an invoice to be paid within one month and in all cases before the event. Payment can be made by bank transfer or by credit card. In the absence of payment by the due date, Cullen International reserves the right to reallocate places.

Trainings and conferences general terms and conditions

A. Limited number of delegates

To ensure a high quality training/conference experience, the number of participants in the training/conference programme will be limited. Cullen International reserves the right to refuse registrations once the maximum number of participants is reached.

B. Cancellations / substitutions

Cancellations must be made in writing. Full refunds will be paid only if cancellations are received by Cullen International 14 days before the start of the training/conference course.

For trainings, in case of cancellations within 14 days before the start of the training course, a refund will also take place but an amount of 300€ will be charged for administrative costs.

If the delegate registers to a subsequent training course that takes place within one year from the date of the training for which the registration was cancelled, the amount of 300€ will be deducted from the cost of that subsequent training course.

Delegate substitutions can be made at any time. They must be communicated to Cullen International before the start of the course.

C. Non-attendance

In the event of non-attendance, full training/conference fees will remain payable and no refunds will be paid.

D. Changes to programme, venue or date

Cullen International reserves the right to make changes to the programme, the venue and the presenters. Cullen International also reserves the right to cancel or reschedule the training/ conference if there are insufficient participants. Delegates will be notified in good time and will be entitled to a refund of the fee if the training/conference is cancelled or is changed to a date which is not convenient for the delegate.

E. Invoicing and Payment conditions

Registrations will only be effective after payment receipt and payment must be done before the event takes place. Cullen International reserves the right to refuse attendance of a participant whose invoice has not been paid prior to the event.

Cullen International also reserves the right to refuse registrations to members of organisations who had registered participants to previous events and not paid their invoices. The delegate shall provide, while registering to attend an event, all requested information necessary

for the issue of the invoices. All invoices are payable in total, for the amount invoiced including the taxes stated on each invoice (VAT). No withholding for tax or administrative reasons will be accepted.

F. Data protection

Your personal data will be used for the purpose of organising the training or conference. Cullen International will also subsequently use such data to inform you of its future training programmes and other activities or services, unless you opt out by sending us an email. Your personal data will not be communicated to any third parties.

G. Confidentiality and Copyright

All Cullen International training/conference material is subject to normal copyright conditions. Any copy is subject to prior written authorisation from Cullen International.

The training/conference material is for the delegate's own use and may not be disclosed to any third party. It shall be treated with a high level of confidentiality, in the same way as the delegate protects its own confidential information.



Cullen International SA
Clos Lucien Outers, 11-21
B-1160 Brussels, Belgium
Tel : +32 2 738 72 00
Fax : +32 2 733 96 15
events@cullen-international.com
www.cullen-international.com