

# Mastering the European Media Freedom Act

ONLINE TRAINING COURSE



INTERNATIONAL



online  
training



regulation made simple

# Mastering the European Media Freedom Act



TRAINING

online

## The training will provide attendees with:

This training offers in three online sessions a comprehensive overview of the new EU rules contained in the recently adopted European Media Freedom Act (EMFA). These rules will affect media service providers (including commercial televisions, public service media, streaming companies and the press industry), device manufacturers, audience measurement organisations, large social media companies, ministries and regulators.

The training will cover the following topics:

- Context of adoption of the EMFA, its overall aim and structure;
- New rights for media service providers;
- Rules to safeguard transparency and editorial independence of media services, including of public service media;
- New rights for citizens;
- Audience measurement and state advertising; and
- Changes to the roles and functioning of media regulatory authorities (including the new EU board for media services).

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## Who should attend and why?

The course is suitable for:

- Regulatory experts who are interested in understanding these new rules and how they could affect their organisation
- Those wanting to hear from others (regulators, media companies, device manufacturers, ministries, ...) on what challenges the new rules could bring; and
- Those wanting to grasp in three short sessions the new rules.

## The training organiser

Cullen International provides regulatory, competition and sustainability 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 almost 40 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 subscription 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 and make presentations at industry events.

## COURSE TIMINGS

The course consists of  
3 interactive online sessions  
of 3 hours each.

For future course dates  
and the detailed agenda,  
please visit our website:

[www.cullen-international.com](http://www.cullen-international.com)



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## SPEAKERS



**Michèle Ledger**, *Head of Media*,

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 Media Analyst*,

follows EU regulation affecting the media sector, specialising on television and online video services. She also follows the television markets in Italy and in the US. Laura joined Cullen International in 2011, previously representing in Brussels the European association of television and radio advertising sales houses (EGTA). She also worked at the Italian public service broadcaster, RAI.



**Jérôme Dheur**, *Principal Analyst*,

follows EU regulation affecting the internet and media sectors. He also follows the television market in France. Jérôme is lead author of the Media Cross-Country Analysis report covering Western Europe.



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## Introducing the EMFA

This session will provide a general introduction to the EMFA and will explain its relevance for the attendees of the training:

- A regulation with a twist
- Context of adoption, timing and implementation
- Main objectives and scope of application
- General structure
- Articulation with other laws

## New rights for media service providers

This session will explain the new rights of media service providers, which will need to be guaranteed by the member states and their media regulators. It will focus in particular on the new media privilege which will allow certain media service providers to be protected when the very large online platforms remove or demote their content.

- The media privilege
- National measures affecting media service providers

## Rules to safeguard transparency and editorial independence of media services, including of public service media

The EMFA introduces for the first time at the EU level rules on transparency of media ownership and new safeguards against public interference, including specific rules in relation to public service media (PSM) and to protect journalists:

- Transparency of media ownership
- Editorial freedom and safety of journalists
- Rules to ensure that PSM function in an independent manner

## New rights for citizens

The EMFA introduces two new rights for recipients of media services:

- A right to have access to a plurality of editorial independent media content
- A right to customise their media offer

This session will discuss these two rights and some of the enforcement issues that may arise in practice.

## State advertising and audience measurement

The EMFA introduces rules to ensure that “economic resources” are allocated in a transparent and fair manner. New rules are introduced on:

- Audience measurement systems
- State advertising

## Institutional changes

The EMFA introduces institutional changes to the oversight of media services. In particular, it introduces a new European Board for Media Services (EBMS), which will replace ERGA, the European Regulators Group for Audiovisual Services. This session will focus on:

- Tasks for EBMS
- Structured cooperation
- Coordination of measures concerning services from outside the EU
- The enforcement of obligations of video sharing platforms
- Media mergers

## General appraisal session

The last session of the training will provide an opportunity for participants to discuss in a structured manner (in breakout sessions) the pros and cons of the new legislation and what difficulties they think they may face when putting it into application.



# For more information



On the programme, contact

**Michèle Ledger**

Tel +32 (0)2 738 72 00

[michele.ledger@cullen-international.com](mailto:michele.ledger@cullen-international.com)



On administrative questions, contact

**Sarah Vergote**

Tel + 32 (0)2 738 72 03

[events@cullen-international.com](mailto:events@cullen-international.com)

## How to register?

Please register by filling in the respective registration form on our website:

[www.cullen-international.com](http://www.cullen-international.com)

## Fees

Early-bird fee (up to two months before the event starts) ..... € 1,400 VAT excluded (€1,694 VAT included)

Standard fee ..... € 1,600 VAT excluded (€1,936 VAT included)

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.

## Training courses 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 course/conference. For training courses, in case of cancellations within 14 days before the start of the training, 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 places 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 or format

Cullen International reserves the right to make changes to the programme, the venue, the presenters and the training format. Cullen International also reserves the right to cancel or re-schedule 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.



INTERNATIONAL

Cullen International SA

Clos Lucien Outers, 11-21

B-1160 Brussels, Belgium

Tel : +32 2 738 72 00

[events@cullen-international.com](mailto:events@cullen-international.com)

[www.cullen-international.com](http://www.cullen-international.com)