

# Media for Good and for Everyone



INTERNATIONAL



This joint EPRA-Cullen International conference examines with the help of critical thinkers, policy makers, industry and regulators how to ensure sustainable media in the wake of increasing content consumption through social media.

Three specific regulatory aspects will be discussed in detail:

- how to ensure the financing of the sector
- how to ensure that media is present on online platforms and is viewed by citizens
- what are the premises for good regulatory decisions

The forthcoming European Media Freedom Act and the future of the EU Audiovisual Media Services Directive will be at the centre of the discussions.

Wednesday, 29 March 2023  
10:00 - 16:30

## The venue

Representation  
of the Free State  
of Bavaria in the EU

Rue Wiertz 77  
1000 Brussels

## 10:00-10:45 Welcome

Welcome address by **Dr. Armin Hartmuth**, Deputy director at Representation of the Free State of Bavaria in the EU

Welcome address by the organisers, EPRA & Cullen International

Opening keynote by **Amma Asante**,  
Chair of Commissariaat voor de Media

## 10:45

## Session 1

## Good Financing

This session looks at how to ensure a sustainable financing of the sector while also:

- guaranteeing the editorial independence of media outlets vis-à-vis public and private sources of financing
- making sure audiovisual companies can continue to invest in high quality content

How can we ensure that media are properly financed while at the same time making sure governments don't interfere with their editorial choices? Will the future EMFA provide an effective instrument to avoid that owners of media companies control their editorial lines? Are there alternative sources of independent funding for news?

Are film fund levies and investment obligations necessary to make sure audiovisual media providers keep producing high quality content? Is there a need for further regulatory interventions in the advertising market to ensure a fair competition among players in the new digital ecosystem? Does the proposed EMFA go in the right direction on audience measurement?

- Panel debate:
  - **Patrick Ager**, Senior Director Government Relations at Bertelsmann
  - **Laura Becana Ball**, Advocacy and Policy Manager at the Global Forum for Media Development
  - **Thomas Myhr**, Director of European Affairs at Nordvision
  - **Julie-Jeanne Régnault**, Secretary General at European Film Agency Directors
  - **Marta Sanagustin**, Head of Sector - Audiovisual Media Services at European Commission
  - **Christoph Schneider**, Country Director Prime Video DE / AT
- Moderator: **Mari Velsand**, Norwegian Media Authority/EPRA Board

## 12:15 - 13:15 Lunch

Kindly hosted by

Representation of the Free State of Bavaria  
to the European Union



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13:15

## Session 2

### Good presence online

This session explores the need to ensure that content of editorially responsible media is present on online platforms and is viewed by citizens so as to ensure that media effectively continues to play its role in the democratic discourse.

Will the future EMFA give enough teeth to editorially responsible media against the unjustified content moderation from the most popular social media, app stores or search engines? Will there be a counter-effect on platforms' actions against disinformation? What challenges do platforms face when they moderate content from media companies and content in general? Will the DSA change the position of editorially responsible media vis a vis online players and their algorithmic systems? Is there a need to mandate at the EU level the visibility of media content of public interest in the digital environment? What experience do the NRAs have with the rules on prominence at the national level?

- Keynote by **Maria-Luisa Stasi**, Head of Law and Policy for Digital Markets, Article 19
- Panel debate:
  - **Richard Burnley**, Director of legal and Policy/ General Counsel at EBU
  - **Elisa Giomi**, Commissioner at AGCOM
  - **Dr. Thorsten Schmiege**, President at Bavarian Regulatory Authority for New Media (BLM)
  - **Renate Schroeder**, Director at European Federation of Journalists
  - **Heiko Zysk**, VP Governmental Relations and Head of EU Affairs at ProSiebenSat.1 Media
- Moderator: **Laura Sboarina** (Cullen International)

14:30-15:00 **Coffee break**

15:00

## Session 3

### Good regulatory decisions

This session concentrates on what is expected from regulators when they put into application the rules. It will examine the EMFA proposal and the expected impact of the creation of the new European Board for Media Services on the NRA's regulatory decisions. It will also discuss the challenges faced by regulators and regulates.

Are national licensing systems still needed for traditional linear services? How are regulators planning to oversee the application of the rules of the DSA in relation to platforms and other intermediaries? How do streaming platforms and linear service providers perceive the intervention of regulators? How is the role of regulators evolving? Do they need to adopt new methods of working? What are platforms concerned about?

- Keynote by **Krisztina Rozgonyi**, Austrian Academy of Sciences/Institute for Comparative Media and Communication Studies (CMC); University of Vienna
- Panel debate:
  - **Stephanie Comey**, Coimisiún na Meán / Media Commission, Ireland
  - **Anna Herold**, Head of Unit, Audiovisual and Media Policy at European Commission
  - **Karim Ibourki**, President of CSA Belgique
  - **Giulia Iop**, EU Policy Manager at SKY
  - **Sabine Verheyen**, Member of European Parliament
  - **Madeleine de Cock Buning**, Vice President Public Policy EMEA at Netflix
- Moderator: **Michèle Ledger** (Cullen International)

16:30 **Closing of the conference**



## For more information

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