



*International Workshop:*

# CO-REGULATORY SCHEMES FOR PROTECTION OF MINORS – LESSONS FOR THE TRANSPOSITION OF NEW AVMSD RULES

*on the 25th April 2019 from 10.00  
at the Representation of the European Commission in Slovakia  
Palisády 29, 811 06 Bratislava, Bratislava.*

*The new Audiovisual media services directive (AVMSD) entered into force on the 18th of December 2018. This marked the start of the transposition phase for the EU members states. Amongst the significantly updated provisions are the revamped rules for protection of minors in the audiovisual media services. This creates a unified set of rules for the television and video-on-demand services and offers more protection of and information to the audiences about the content they experience on these services.*

*At the same time the AVMSD brings forward even further the self and co-regulatory approaches as a possible implementation methods of the AVMSD provisions. There are currently various examples of such schemes, including notably the Kijkwijzer system, that has been used in several EU countries. Also in Slovakia these two elements have been discussed together in the transposition process and a possible move to co-regulation in the area of protection of minors regulation is currently under discussion.*

*In this context the aim of this workshop is to bring together the representatives of the EU Member states and national regulatory authorities having experience, or considering the use of such co-regulatory schemes in the current transposition. This debate will then be informed by a concrete case study of a functioning co-regulatory system – Kijkwijzer and the analysis of such schemes across the EU provided by the Cullen International. The aim of the debate is to be as practical as possible to discuss the possibility of setting up new co-regulatory schemes in this area or to further develop it. The language of the workshop is going to be English.*

# AGENDA

## *Registration and coffee 9:30*

### *Welcome – 10:00*

- *Jana Žitňanská, MEP*
- *Luboš Kukliš, chief executive at the CBR and chair of ERGA*

## *SETTING THE SCENE – 10:20 – 10:50*

### *New AVMSD rules for the Protection of minors*

- *Maciej Styczen, DG CNECT*

### *Overview of co-regulatory systems for protection of minors*

- *Michèle Ledger, Cullen international*

## *CASE STUDY: KIJKWIJZER SYSTEM - 10:50 – 12.30*

### *Kijkwijzer - presentation*

- *Tiffany van Stormbroek – director of NICAM*

### *Panel 1 – Kijkwijzer in practice*

#### *Moderator:*

- *Michèle Ledger, Cullen international*

#### *Panellists:*

- *Tiffany van Stormbroek – director of NICAM*
- *Renate Deboer, Commissariaat voor de Media*
- *Teja Antoncic, Agency for Communication Networks and Services of the Republic of Slovenia*

## *Lunch – 12:30 – 13.30*

## *APPROACHES TO AVMSD TRANSPOSITION - 13:30 – 15.30*

### *Panel 2 - Possibilities of Co-regulation of Protection of minors*

#### *– Practical AVMSD transposition perspective*

#### *Moderator:*

- *Luboš Kukliš, chief executive at the CBR and chair of ERGA*

#### *Panellists:*

- *Anton Škreko, Director General, Media, Audiovisual and Copyright Department, Ministry of Culture of SR*
  - *Lucia Tandlich, Head of the Legal Department, MARKíZA, CME Group*
    - *Marcel Grega, TV JOJ – CEO, ANRTS - president*
  - *Michael Kogler, Austrian Federal Chancellery - Departement for Media Law*
  - *Saara Salomaa, Senior Adviser at the Finish National Audiovisual Institute*
  - *Lisa van de Voort, The Ministry of Education, Culture and Science, Netherlands*

## *Conclusions – 15.30 – 15:50*

*Anton Škreko, Director General, Media, Audiovisual and Copyright Department, Ministry of Culture of SR*

*Farewell coffee*