

# Mastering European media regulation

Navigate regulatory changes shaping Europe's online media landscape

ONLINE TRAINING COURSE



MODULE 1  
Child protection online:  
why are member states going their own way?

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MODULE 2  
Prominence of media services of general interest in Europe

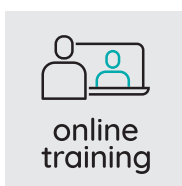
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MODULE 3  
What's in the next reform of the AVMSD?

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MODULE 4  
EU rules on audience measurement:  
implementation progress and challenges

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regulation made simple

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## Why this training & why now?

Europe's media landscape is entering a new phase of regulatory transformation.

The growing influence of online platforms, the fragmentation of national approaches, and new forms of content distribution are reshaping how media services are regulated across Europe, amid heightened concerns about **media pluralism and child protection**.

At the same time, **the EU regulatory framework is evolving**. Recent legislation such as the **Digital Services Act (DSA)** and the **European Media Freedom Act (EMFA)** is now being implemented and enforced, while a major revision of the **Audiovisual Media Services Directive (AVMSD)** is approaching.

In this context, understanding **how rules are applied in practice**, how national approaches **diverge or converge**, and how reforms may **rebalance obligations between traditional media services and platforms** has become essential.

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## What you will gain from this training:

By attending this training, participants will:

- Gain a clear understanding of the main regulatory developments currently shaping the media sector in Europe
- Understand how EU rules are implemented and enforced at national level, through comparative analysis across member states
- Assess the practical implications of new and evolving obligations for media services, platforms and regulators
- Anticipate upcoming regulatory changes, in view of the revision of the AVMSD
- Exchange views with peers facing similar regulatory, legal or policy challenges

The training combines legal analysis with real-world regulatory practice, with a focus on applicability and relevance for professionals.

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## Who should attend and why?

The course is designed for professionals who need to understand how media regulation in Europe is evolving and how it affects their activities.

It is particularly relevant for:

- Regulatory and legal experts working on media, digital or platform-related issues
- Media service providers, video sharing platforms and online intermediaries
- Device manufacturers and audience measurement organisations
- National authorities, ministries and media regulators

The training is suitable both for those seeking a comprehensive overview and for those wishing to deepen their understanding of specific regulatory developments.



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## PROGRAMME OVERVIEW

The training consists of four interactive online modules, which can be attended as a complete course or followed individually.



### MODULE 1 - 23 APRIL 2026

#### Child protection online: why are member states going their own way?

This module provides an overview of the growing number of national initiatives to protect children online, to examine the potential gaps in the EU framework and the EU enforcement challenges, including those arising from emerging technologies.

### MODULE 2 - 12 MAY 2026

#### Prominence of media services of general interest in Europe

A comparative analysis of how prominence obligations are defined and implemented across platforms and member states.

### MODULE 3 - 26 NOVEMBER 2026

#### What's in the next reform of the AVMSD?

A forward-looking discussion of the key topics likely to shape the future EU audiovisual regulatory framework. The European Commission is expected to propose reforms to the AVMSD in the third quarter of 2026. The module will unravel the proposal and provide insights into the likely impact of the reform.

### MODULE 4 - 3 DECEMBER 2026

#### EU rules on audience measurement: implementation progress and challenges

Article 24 of the EMFA governs audience measurement at the EU level to ensure a transparent and fair allocation of advertising resources among media services and online platforms. This module maps the progress and challenges in its implementation.

## COURSE TIMINGS

The course consists of 12 hours of online interactive sessions spread over several weeks.

For the detailed agenda, please visit our website.



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

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2026

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## DETAILED PROGRAMME

### MODULE 1

#### Child protection online: why are member states going their own way?

This module provides an overview of the growing number of national initiatives to protect children online, to examine the potential gaps in the EU framework and the EU enforcement challenges, including those arising from emerging technologies.

Topics covered include:

- Overview of national initiatives to protect children online
- The EU regulatory framework applicable to online child protection and the new challenges posed by artificial intelligence
- EU enforcement actions under the DSA
- Gaps, overlaps and tensions between the EU and national rules

### MODULE 2

#### Prominence of media services of general interest in Europe

This module provides an in-depth overview of prominence obligations and how they are applied in practice across Europe.

Topics covered include:

- Which media services qualify as services of general interest
- Which platforms and devices are subject to prominence obligations
- National approaches to ensuring prominence
- Practical implementation and real-life examples
- Role and powers of national media regulators
- Links with other EU legislation (e-Commerce Directive, Digital Markets Act, EMFA, ...)
- Outlook in view of the upcoming revision of the AVMSD

### MODULE 3

#### What's in the next reform of the AVMSD?

This forward-looking module explores the main areas of reform expected in the upcoming revision of the AVMSD. A proposal is expected to be published in Q3 2026.

Topics covered include:

- Market context and objectives of the AVMSD revision
- Areas that will be further harmonised at the EU level
- Regulation of influencers and of content creators – role of platforms
- Levelling the playing field between traditional media services, streaming services and online platforms
- Key issues for regulators, media companies and platforms going forward

### MODULE 4

#### EU rules on audience measurement: implementation progress and challenges

This module focuses on EU rules governing audience measurement to map progress and challenges in its implementation.

Topics covered include:

- Understanding audience measurement
- Article 24 of the EMFA and the Commission's non-binding guidelines
- Implementation status in selected member states: the role and powers of national media regulators
- Implementation status in selected member states: industry initiatives

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## TRAINERS



**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**, *Manager*,

follows EU regulation affecting the media sector, specialising on television and online video services. She also follows the media market in Italy. 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. He is leading the development of a similar report covering Latin America. Jérôme joined the company in 1999.



**Olha Hrubá**, *Senior Media Analyst*,

follows EU regulation affecting the digital economy and audiovisual media sectors, with a focus on national developments in the Netherlands. Olha holds an advanced master's degree in intellectual property and information and communications technology law from the Catholic University of Leuven, Belgium. She joined the company in 2017.



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## The training organiser

Cullen International helps organisations make effective decisions on policy, regulation and law in the digital world.

Founded in Brussels in 1986, we've built our reputation on expertise and neutrality, as well as our ability to convey complex information in a concise way. This has won us the trust of the regulators as well as those organisations shaped by regulation in over 90 countries.

Today, our network of experts spans the globe. We systematically monitor, analyse, and report on key developments in the telecoms, media and postal sectors, and in the wider digital economy, on global technology trends, on sustainability issues, and on competition law.

Our services are complemented by our regulatory training offer. Our renowned courses are attended by a cross section of policy makers and industry representatives.

Everything we do is underpinned by the same commitment to our core values: neutrality, accuracy, clarity, expertise and efficiency.

## Trusted by policy makers and industry professionals worldwide

> 3500

participants from  
over 100 different countries  
trained by Cullen International  
since 2011

Over 95%

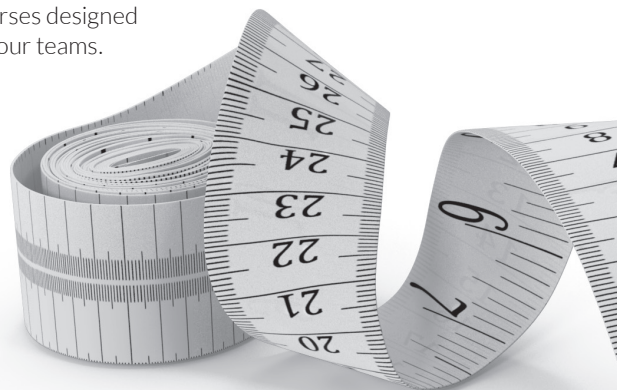
of past participants  
would recommend  
our courses

## Let us create the perfect training course for you

Looking for a training course tailored to your organisation's specific needs?

Cullen International offers tailored training courses designed to address the regulatory challenges faced by your teams.

Contact us to explore how we can design a training programme that fits your needs.



## For more information



On the programme, contact

**Michèle Ledger**

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



On administrative questions, contact

**Sarah Vergote**

Tel + 32 (0)2 738 72 00

[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

Fee per delegate

### Fee for Cullen International subscribers

Early-bird fee ..... € 1,634 (€ 1,350 VAT excluded)

Standard fee ..... € 1,815 (€ 1,500 VAT excluded)

### Fee for non-subscribers

Early-bird fee ..... € 2,723 (€ 2,250 VAT excluded)

Standard fee ..... € 3,025 (€ 2,500 VAT excluded)

- Early-bird fee available up to two months before the event starts
- Each module can be purchased individually at the unique price of € 847 (€ 700 VAT excluded)
- Only participants to the full programme will receive a training certificate.
- 10% discount for multiple registrations from the same organisation
- Belgian VAT (21%) is chargeable on all bookings
- Payment can be made by bank transfer or by credit card and in all cases **before the event starts**.  
In the absence of payment by the due date, Cullen International reserves the right to reallocate place.

## Training courses and conferences general terms and conditions

### A. Eligibility

Cullen International's training courses are designed for the use of government entities, regulators, communications service providers or manufacturers. We reserve the right to offer access to our training courses only to selected organisations. Feel free to contact us if you have any questions regarding your eligibility.

### B. 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.

### C. Cancellations / substitutions

Cancellations must be made in writing. Full refunds will be paid only if cancellations are received by Cullen International 30 days before the start of the training course/conference. There will be no refund in case of cancellations within 30 days before the start of the training course/conference. Delegate substitutions can be made at any time. They must be communicated to Cullen International before the start of the course.

### D. Non-attendance

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

### E. Changes to programme, venue, date or format

Cullen International reserves the right to make changes to the programme, the venue, the presenter and the training format.

Cullen International also reserves the right to cancel or re-schedule the training course/conference due to insufficient number of participants. Delegates will be notified in good time and will be entitled to refund of the fee if the training course/conference is cancelled or is changed to a date which is not convenient for the delegate.

In case the training course cannot be organised onsite, Cullen International reserves the right to change the course format to an online course. Participants will be notified in due time. If the course is changed to an online format, Cullen International will not reimburse any travel or accommodation costs. It is strongly recommended that participants include a cancellation insurance when booking travels and accommodation.

### F. 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 previ-

ous 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.

### G. Data protection

Your personal data will be used for the purpose of organising the training course 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 party.

### H. 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.