60th EPRA meeting

Limassol: 23 – 25 October 2024

Session overview

23 October: *19.30-21.00* **Welcome Reception** 📍 *Hotel Atlantica Miramare Beach*

24 October: *9.30 – 13.00* 📍 *Hotel Atlantica Miramare Beach*

Plenary session: *EPRA Agora*

Life of network, Members & Observers updates

24 October: *14.30 – 17.15* 📍 *Hotel Atlantica Miramare Beach*

Theme 1: *Impact of AI systems on media & implications for NRAs*

Learning session with built-in interactive elements

24 October: *20.00* **Dinner** 📍 *Mezedopagida Tavern*

25 October: *9.30 – 13.00* 📍 *Hotel Atlantica Miramare Beach*

Theme 2: *Fighting hateful content – the role of regulators*

Interactive roundtable discussion informed by speakers' presentations

25 October: *13.00* **Farewell lunch** 📍 *Hotel Atlantica Miramare Beach*

25 October: *15.00* **Free excursion** 📍 *Lefkara village*

EPRA Agora

24 October (morning)

Hotel Atlantica Miramare Beach

▶ *Registration – 9.00-9.30*

9.30 – (20 minutes)	**Welcome**
	• Words of welcome: *Mari Velsand,* EPRA Chairperson • Adopting the agenda • Excursion in the Cyprus media landscape, *Neophytos Epaminondas,* CRTA (CY)

9.50 – (55 minutes)	**Spotlight on EPRA members: short interventions**
	• New legislation & extended powers • Disinformation & research • CJEU preliminary reference • Media transparency • Online safety • Open floor for questions/additional interventions

10.45 – (15 minutes)	**Update on cooperation**
	• EPRA's cooperation with partners/projects • Focus on REFRAM, the Réseau francophone des régulateurs des médias, *Gil Moureaux,* ARCOM (FR)

☕ *Networking Break – 11.00-11.30*

11.30 – (30 minutes)	**Spotlight on the issue of Media Transparency**
	• "Achieving real transparency in media: reality or fallacy", *Lefteris Adilinis,* Cyprus Integrity Forum • Q & A

12.00 – (60 minutes)	**Spotlight on permanent observers**
	• European Audiovisual Observatory: *Sophie Valais* (DLI) & *Laura Ene* (DMI) • European Commission: *Anna Herold* (DG CNECT I.1) - *recorded message* • ERGA: *to be confirmed* • Council of Europe: *Cesare Pitea* (Freedom of expression and CDMSI Division)

🍴 *Networking Lunch buffet – 13.00-14.30*

AI's impact on media

and implications for media regulators

24 October (afternoon)

Hotel Atlantica Miramare Beach

▶ *Session starts – 14.30*

Board sponsor: *Valentin Jucan*, EPRA Vice-Chairperson / Content producer: *Roland Belfin,* KommAustria/RTR

- Session aims: *As a continuation of the discussions held in Rotterdam in Spring, the session will raise the awareness of EPRA members on the place of artificial intelligence in the media value chain and on the challenges that AI raises for media companies and regulation and identify issues specific to the media sector where the expertise of media regulators is required.*

14.30 – (10 minutes)	Introduction to the session & the speakers, *Valentin Jucan*, EPRA Vice-chairperson

14.40 – (20 minutes)	Setting the scene keynote – AI in media
	• *Roland Belfin*, Head of the economics and media department at RTR/KommAustria (AT)

15.00 – (60 minutes)	Speakers' presentations
	• *Jeannette Gorzala*, Legal expert (AT) • *Prof. Dr. Alexandra Borchardt*, lead author of the EBU News Report 2024 (DE) • *Cristina Nicolotti Squires*, Group director for Broadcasting and Media, Ofcom (UK)

☕ *Networking Break – 16.00 – 16.30*

16.30 – (40 minutes)	Interactive debate with EPRA members – AI & Media: what role for the regulators?
	• Q&A session

17.10 – (5 minutes)	Closing of the meeting: Valentin Jucan, EPRA Vice-Chairperson

⚖ *Session closes – 17.15*   🍴 *Dinner, Mezedopagida Tavern – 20.00*

Fighting hateful content

The role of regulators

25 October (morning)
Hotel Atlantica Miramare Beach

▶ *Session starts – 9.30*

Board Sponsor: *Stanislav Matějka,* EPRA Vice-Chair/Content Producer: *Maida Ćulahović, ZaštoNe?* (BiH)

- <u>Session focus:</u> exploring the consequences of the distinction between illegal hate speech and offensive/harmful expression and how it affects the conduct of NRAs in practice; sharing knowledge on the implementation of the Digital Services Act, the designation and cooperation with trusted flaggers, cooperation with academia and CSOs; and looking into the role of NRAs in detecting, monitoring and reporting online hate speech and in preventing abuses.

9.30 – (10 minutes)	Introduction to the session and the speakers – *Stanislav Matějka*, EPRA Vice-Chair

9.40 – (70 minutes)	Speakers' presentations
	• *Prof. Dr. Jörg Matthes*, Professor of Communication Science, Vienna University (AT) • *Aedín Conboy*, Senior Public Policy & Government Relations Manager, TikTok (BE) • *Michel Winkels*, European Affairs Adviser, die medienanstalten /LfM (DE) • Panel discussion & questions from the floor

☕ *Networking Break – 10.50 – 11.20*

11.20 – (85 minutes)	Roundtable discussion among regulators
	• Key findings from survey & roundtable introduction, *Maida Ćulahović, ZaštoNe?* (BiH) • Roundtable discussion • Summary of the discussion • Closing remarks, *Stanislav Matějka*, EPRA Vice-Chair

12.45 – (15 minutes)	Closing of the meeting: *Mari Velsand*, EPRA Chairperson
	• Update on the next EPRA meetings • Introduction to the host of the 61st EPRA meeting, the Audiovisual Council (MD)

🔨 *Meeting closes – 13.00*   🍴 *Farewell lunch – 13.00*

🧭 *Free excursion to Lefkara village – 15.00*