

Workshop on the European Media Freedom Act (EMFA)

Athens 20.10.2022 | 17:00 – 19:00 CET

AGENDA

17:00 Participants to connect

17:05 **Opening Remarks** | Nikos VETTAS, General Director, IOBE and Professor, Athens University of Economics and Business

17:10 **PANEL DISCUSSION A - EMFA: PromethEUs first thoughts on key issues**

Invited Speakers:

- **Stefano DA EMPOLI**, President, I-Com Institute for Competitiveness - *The regulatory road to the European Media Freedom Act*
- **Steffen HOERNIG**, Professor, Nova School of Business and Economics, and Board member, IPP - *Putting Numbers on Media Freedom in Southern Europe*
- **Raquel JORGE**, Technology, Digital and Cyber Policy Analyst, Elcano Royal Institute - *Media Freedom Act and geopolitical implications*
- **Aggelos TSAKANIKAS**, Scientific Advisor, IOBE and Associate Professor, National Technical University of Athens - *The economic role of the media sector in Europe*

17:45 **PANEL DISCUSSION B - Challenges and perspectives for EMFA in light of recent EU legislation (AVMS, DSA...)**

Invited Speakers:

- **Carlos HERNÁNDEZ-ECHEVARRÍA**, Head of Public Policy & Institutional Development, MALDITA.ES
- **Persa LAMPROPOULOU**, National Council for Radio and Television and Anagnostopoulos Law Firm
- **Sandro MENDONÇA**, Member of the Board of Directors of the Portuguese National Regulatory Authority for Electronic Communications and Professor of Economics, ISCTE-IUL Lisbon
- **Oreste POLLICINO**, Member of the Executive Board, European Union Agency for Fundamental Rights and Professor of Constitutional Law, Bocconi University

Potential issues to be discussed:

- EMFA and its integration to the broader EU political and geopolitical framework
- The possible effect of EMFA on fair and transparent financing The relationship of the EMFA with editorial independence from any form of public or private interference and safety of journalists
- Media diversity and the prospective influence of EMFA
The relationship between Next Generation EU and the EMFA adoption
- The scope of the EMFA and its contribution to the internal market operation
- The expected impact of the EMFA on media industry and competitiveness