

MEDIA BOARD

European Board for Media Services



**20
25**

ANNUAL REPORT

European Board for Media Services

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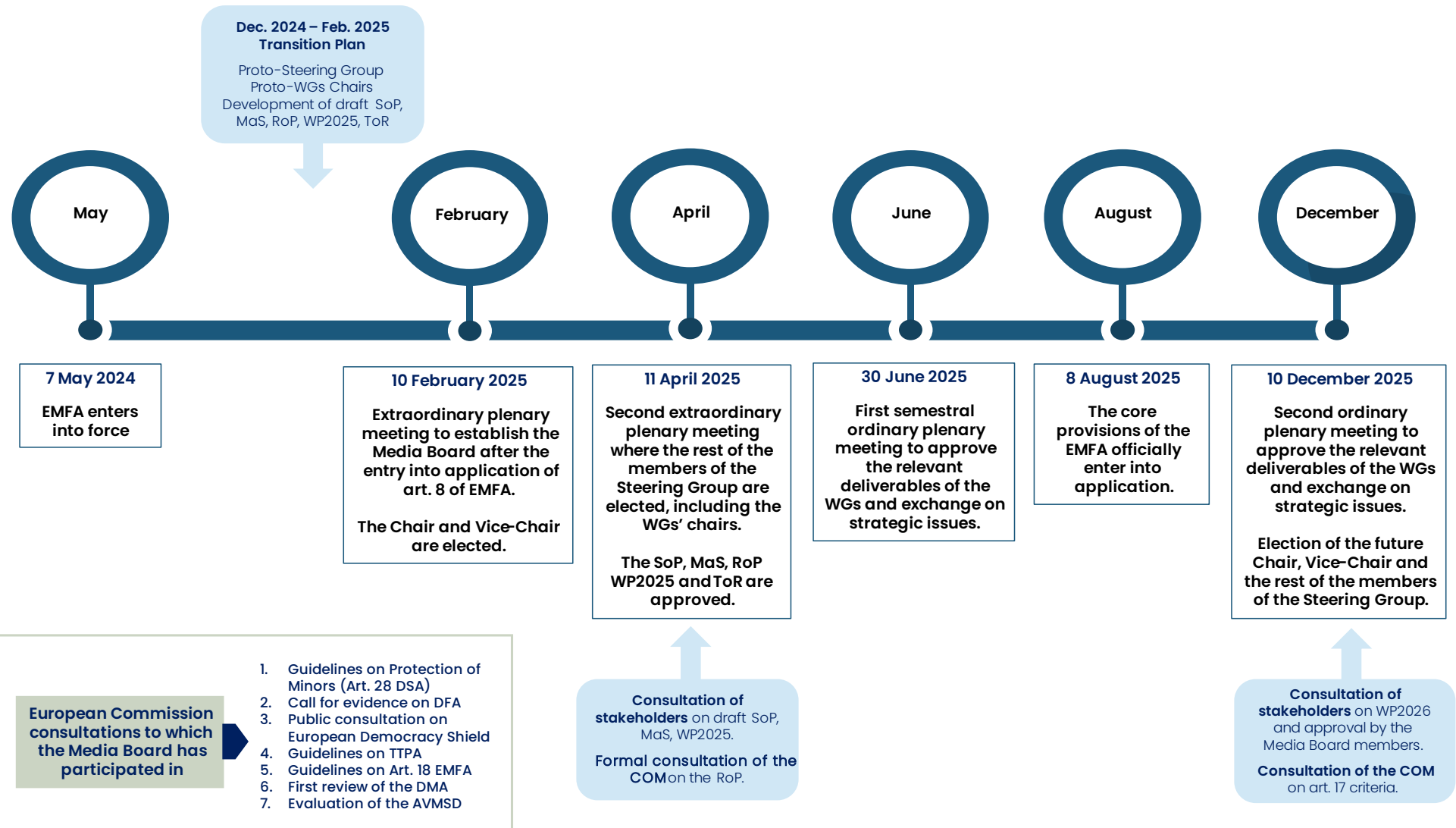
PROLOGUE

Article 13(1)(p) of the European Media Freedom Act (EMFA) tasks the European Board for Media Services (Media Board) with drawing up a detailed annual report on its activities and tasks. This obligation constitutes the legal basis for the present report.

The purpose of the Annual Report is to provide a public overview of the Media Board's work and is intended to inform National Regulatory Authorities (NRAs), stakeholders and Union institutions about the Board's activities.

The report is based on the activity of the Board reflected notably in contributions from its Working Groups (WGs), decisions adopted in Plenary meetings, documents published during the year, minutes of meetings, and a work of development and coordination by the Secretariat. The preparation and publication of the Annual Report reflect the Media Board's core principles of transparency, openness, independence and accountability, as enshrined in the Rules of Procedure, and follow the commitment of the Board to provide clear and timely public information on its activities.

Figure 1: Graphic timeline 2024-2026: key milestones since EMFA adoption



INTRODUCTORY MESSAGE BY THE 2025 CHAIR OF THE MEDIA BOARD

1. Constitution of the Media Board

The Media Board was officially constituted on 10 February 2025, two days after the entry into application of Article 8 of the European Media Freedom Act (EMFA), which establishes the Board to replace and succeed the European Regulators Group for Audiovisual Media Services (ERGA) created in 2014.

It is composed of representatives from National Regulatory Authorities (NRAs) of the audiovisual and media sectors.

At that inaugural Plenary meeting, I had the honour of being elected first Chair of the Media Board representing the Spanish NRA, CNMC, together with Amma Assante as Vice-Chair on behalf of the Dutch NRA, CvdM.

At the second Plenary, on 11 April 2025, the members of the Steering Group were elected with the appointment of the six Working Group Chairs and three other elected members to help the chairmanship and foster the work of the Media Board.

The six Working Group Chairs elected were:

- WG1, Karim Ibourki (CSA, BE)
- WG2, Frédéric Bokobza (Arcom, FR)
- WG3, Giacomo Lasorella (AGCOM, IT)
- WG4, Tobias Schmid (DLM, DE)
- WG5, Stanislav Matějka (CMS, SK)
- WG6, Aoife MacEvilly (CNaM, IE).

The three other elected members were:

- Susanne Lackner (KommAustria, AT)
- Jan-Olof Lind (Memy, SE)
- Helena Sousa (ERC, PT)

The transition from ERGA and constitution processes, as well as the main aspects of our internal governance structure and functioning will be explained in detail in other sections of this report, but I cannot help but mention a key principle of the Board's functioning enshrined in the very text of the Regulation: its independence.

The European institutions have recognised the need for the Media Board and its constituent NRAs to operate free from any undue influence, for the benefit of media pluralism and independence across the Union. Aware of the importance of this role, we build on ERGA's extensive experience and, with renewed momentum, stand ready to respond to that call.

2. The Media Board's role regarding EMFA and AVMSD

The purpose of the Media Board, pursuant to the EMFA, is to advise and support the Commission on matters related to media services within the Board's competence, and to promote the consistent and effective application of Chapter III of the EMFA, as well as the implementation of the Audiovisual Media Services Directive (AVMSD) throughout the Union. This includes continuing ERGA's work on the implementation of the AVMSD). The list of items in this regard is extensive: protection of minors, promotion of European works, vloggers, content of general interest, commercial communications, etc.

Concerning the new responsibilities that the Board has taken on as per the EMFA, they comprise advising and supporting the Commission on matters related to media services within our competencies under this Regulation, which go beyond the audiovisual sector as EMFA covers broader media-related matters, including the press and radio sectors.

Though the main specific tasks will be described hereinafter, I would like to highlight that the Media Board is entitled by the EMFA to issue opinions on media market concentrations or relevant national regulatory or administrative measures, among other issues. The Board is already performing this task, and in the first quarter of 2026 has adopted two opinions, notably on Article 21 of the EMFA and Article 4 of the AVMSD.

3. Priorities and main milestones of the year

At the above mentioned second Plenary, on 11 April 2025, the Media Board adopted its [Rules of procedure](#) in accordance with its obligations under the EMFA, as well as its [Statement of Purpose](#), [2025 – 2027 Multiannual Strategy](#), [2025 Work Programme](#).

The Multiannual Strategy lays down the key priorities to be deployed in the first three years of the Board's existence, which include ensuring a smooth launch of the Media Board, an effectively functioning internal media market and the protection of EU citizens from illegal and harmful content (also online).

Based on these priorities, the 2025 Work Programme outlined our main assignments for the year and defined a structure of six Working Groups to achieve them.

Among all the activities comprised in the 2025 Work Programme one of the most crucial was the preparation for the entry into application of critical provisions of the EMFA. These preparatory actions included the adoption, ahead of that entry into application on 8 August 2025, of internal guidance on national measures under Art. 21(4) of the Regulation and on media market concentrations under Art. 22(4) and 23(1) of the EMFA. The Media Board also decided to commission a low-value study to support the development of key performance indicators for the monitoring exercise under Article 26 of the EMFA.

For this and every output set in the 2025 Work Programme, the goal of the Chair and his team has been to promote and maximise a culture of transparency and cooperation, both internal, through the exchange of information, requests and best

practices among the NRAs, and external, via meetings and consultations with EU institutions and media stakeholders.

3.1. The Chair's activities

In accordance with Art. 10 of the EMFA and the Rules of Procedure (RoPs), in my capacity of 2025 Chair I have had the privilege of representing the Media Board at four meetings or seminars of different Committees of the European Parliament and once at the Audiovisual and Media Working Party of the Council of the European Union, as well as at several encounters with the Commission to, among other goals, inform them of our activities and give the Media Board the visibility it merits.

In addition, I have held over twenty meetings, in some cases accompanied by other members of our Steering Group, with relevant media stakeholders, including professional associations, media services providers, media outlets and the participation in professional and academic fora.

I have also been responsible for drafting the agendas and leading the work of the Steering Group and Plenary meetings with a twofold goal:

- Support and, if needed, coordinate the activities of the Working Groups (WGs) to carry out their deliverables (incl. reports, workshops or contributions to calls for evidence) or handle requests for opinions.
- Fostering key debates beyond specific activities of the WGs that provide strategic guidance to the Board.

3.2. Challenges

We must be aware that the establishment and first steps of the Media Board come at a time of considerable challenges for the European media ecosystem.

Due to drastic changes in users' habits and significant shifts of power and influence among different operators in the media market, essential pillars of our democracies such as the right to information, media freedom, and media pluralism are at stake, so it is imperative that all relevant actors in the Union fully commit to upholding these values.

More specifically, the Board faces three main challenges:

- Still ongoing national implementation of the EMFA, which is essential for the deployment of the Regulation' and the Board's potential.
- Adequate human and technical resources for the Board's NRAs.
- A more strategic communication effort to foster the visibility and awareness of the EMFA and of the Media Board.

3.3. Personal acknowledgments

I want to sincerely thank everyone that made possible the success of this first Chairmanship of the Media Board.

That gratitude goes out to all our colleagues in the Media Board for their dedication and insight. They deserve credit for all that we have achieved in our first year. I warmly thank all of them.

Besides, I would like to express my special gratefulness to all the predeceasing ERGA Chairs, for all their great work, which we built upon, and also to our current 2026 Media Board's Chair, Amma Asante, and her team at CvdM, for their support and wisdom during her term as Vice-Chair last year.

I also want to show my appreciation to the rest of the Steering Group members, for their commitment towards the achievement of their respective goals, as well as to the Head of the Secretariat Emmanuel Joly and his team, for their support and assistance.

Of course, I must mention the colleagues of the European Commission for their esteem and respect for the Board's independence, role and potential, particularly Director General Roberto Viola, his Deputy Renate Nikolay, who was so kind as to attend our December Plenary in Barcelona, Director Giuseppe Abbamonte, the Head Unit I.1, Anna Herold, and her team, especially Marta Sanagustín.

Last but not least, a heartfelt thanks to all at CNMC that made this Chairmanship possible: President Cani Fernández, the Director of Telecommunications and Audiovisual Sector, Alejandra de Iturriaga; the Head of the International Audiovisual Area, Sonia Monjas, and her team: Inés Merchán, Daniel Díaz, Álvaro González-Aller and Lucía García; to my secretariat, María José Chávez, and other colleagues that it would take too long to mention, especially those that contributed to the Plenary in Barcelona.

With kind regards and sincere gratitude,

The 2025 Media Board's Chair, Carlos Aguilar Paredes

THE MEDIA BOARD AT A GLANCE

1. Purposes of the Media Board

In line with its Statement of Purpose, the Media Board pursues a set of broader **purposes** within the European media regulatory landscape, including notably:

- Protecting media freedom and freedom of expression.
- Safeguarding the right to information through pluralistic, editorially independent, accessible and discoverable media.
- Limiting the spread of illegal and harmful content, in particular to minors.
- Supporting cultural and linguistic diversity, social cohesion and inclusion.
- Fostering media and information literacy.
- Promoting the coherent application and effective enforcement of EU media law (EMFA and AVMSD), taking national specificities into account.
- Contributing to the evolution of the EU media regulatory framework so that it remains relevant, future-proof and technologically neutral.
- Promoting the internal media market and the economic sustainability of the media sector.
- Providing media-related expertise to horizontal EU legislation, including rules applicable to online services.

The Board's activities are guided by the following **operational principles**, also set out in its Statement of Purpose:

- Independence from political and economic influence.
- Inclusivity and cooperation among members.
- Evidence-based work, grounded in regulatory practice and research.
- Openness to EU institutions, stakeholders and experts.
- Transparency about its activities and governance.

The Media Board's vision and purpose

“The Media Board aims at fostering a European regulatory framework allowing a free, pluralistic, trusted and competitive European media ecosystem that reflects cultural diversity, while guaranteeing the protection of fundamental rights and empowering European citizens to forge informed opinions and participate effectively in the social and democratic debate.”

Statement of Purpose

2. Transition from ERGA

The Media Board was established by EMFA. It replaces and builds on the work and experience of ERGA, while introducing a broader mandate and a reinforced governance framework.

The Media Board draws directly on ERGA's ten years of regulatory cooperation between 2014 and 2024. This transition ensured continuity in both membership and working culture, as the Media Board brings together the NRAs of all Member States, as ERGA previously did, and continues to involve observers, including representatives from EEA and candidate countries. It also preserves ERGA's accumulated technical expertise and well-established practices of cooperation among regulators, which continue to inform the Board's activities.

To support the transition, ERGA adopted a transition plan and established proto-working groups ahead of the formal constitution of the Media Board. These preparatory arrangements helped ensure operational continuity and allowed workstreams to be carried forward under the new institutional framework.

At the same time, the Media Board operates under a significantly broader mandate as defined by the EMFA. While ERGA's work focused primarily on audiovisual media services, the Media Board's tasks may concern a broader range of media services, within the limits set by the EMFA, including press, radio, online media and platforms. The Board is also assigned new tasks covering, inter alia, media pluralism, editorial independence, the integrity of the information space, issues related to media services from third countries, national measures and media market concentrations. This expansion reflects an updated regulatory approach that takes account of digital convergence and the evolving media landscape.

The transition from ERGA to the Media Board also entailed the development of new governance arrangements and procedures. The EMFA also introduces specific procedural obligations, including the preparation of an annual report. While ERGA already published various documents, the EMFA further formalises certain transparency and publication requirements, which shape the Board's functioning. Working methods have accordingly been aligned with the broader remit and the binding nature of the EMFA framework.

Finally, while the Media Board, like ERGA, has the ability to issue opinions, this function is now expanded to new matters and exercised in light of its status as an independent advisory body explicitly established by the EMFA. Under ERGA, opinions were primarily issued at the request of the European Commission. Certain provisions of the EMFA now allow the Media Board to adopt opinions on its own initiative or at the request of a media service provider, which represents a key new feature of its mandate. In this capacity, the Regulation assigns the Media Board a key role in supporting and contributing to the application of its provisions.

“The Media Board, whose official launching reflects the EU's strengthened commitment to media freedom, pluralism and fundamental rights, builds on and succeeds the European Regulators Group for Audiovisual Media Services (ERGA), which was established in 2014 as advisory body to the European Commission on the national implementation of the Audiovisual Media Services Directive (AVMSD).”

Press release, Inaugural Plenary of the Media Board, 21 February 2025

3. Establishment of the Media Board: organisational structure and internal functioning

The Media Board's internal functioning is organised through a governance structure comprising five main components: the Plenary, the Chair and Vice-chair, the Steering Group and the Contact Network, which operate in a complementary manner to support the Board's mandate.

3.1. Plenaries

In 2025, four Plenary meetings were held on 10 February, 11 April, 30 June and 10 December.

The Plenary is the Board's decision-making body. It brings together high-level representatives of all Media Board members and meets at least twice per year, in accordance with the Rules of Procedure. Observers may also attend the meetings.

The Plenary adopts reports, opinions and other deliverables, establishes WGs, elects the Media Board's leadership and sets the Board's strategic priorities. In line with transparency requirements, agendas, minutes and adopted documents, when possible, are published online.

3.2. The Chair

In accordance with the EMFA and the Rules of Procedure, the Chair represents the Media Board and provides overall leadership for its activities. The Chair leads the work of the Plenary and the Steering Group and convenes their meetings, drafts the agendas of the Plenary and Contact Network, and manages the relationship with the Secretariat. The Chair provides periodic updates to members on the Board's activities, ensures appropriate external representation and keeps the European Commission informed of the Board's work.

In 2025, the Chair of the Media Board was Carlos Aguilar Paredes (CNMC, Spain). At the December plenary, the Media Board elected its Chair for 2026, Amma Asante (CvdM, Netherlands).

3.3. The Vice- chair

The Vice-Chair supports the Chair in the fulfilment of these tasks and substitutes the Chair where necessary. In line with the Rules of Procedure, the Vice-Chair also acts as the incoming Chair and contributes to ensuring continuity of the Board's work, including by preparing the draft annual Work Programme for the following year with the support of the Steering Group.

In 2025, the Vice-Chair was Amma Asante (CvdM, Netherlands). At the December plenary, the Media Board elected its Vice-chair for 2026, Martin Ajdari (Arcom, France).

3.4. Steering Group

In 2025, ten Steering Group meetings were held.

The Steering Group supports the overall coordination and strategic direction of the Board's work. It prepares items for consideration by the Plenary, oversees progress on certain relevant deliverables, and contributes to ensuring coherence across the activities of the WGs.

The Steering Group is composed of the Chair, the Vice-Chair, the WG Chairs, and three additional members elected by the Plenary. In 2025, the WG Chairs were CSA (Belgium), Arcom (France), AGCOM (Italy), DLM (Germany), CMS (Slovakia) and CnaM (Ireland). The elected members were ERC (Portugal), Memy (Sweden) and KommAustria (Austria).

3.5. Contact Network

In 2025, three Contact Network meetings were held.

The Contact Network serves an important role in coordinating the work of the Board. It brings together representatives from all NRAs and supports the preparation of Plenary meetings.

The Contact Network facilitates information exchange among members, prepares discussions to be held at Plenary level, contributes to ensuring alignment on ongoing work within the Board and discusses the Work Programme for the following year.

3.6. Secretariat

Under the EMFA, the Secretariat is provided by the European Commission to support the independent functioning of the Media Board, in line with the tasks assigned to it under Article 11.

The Secretariat acts on the sole instructions of the Board regarding its tasks.

Among its various administrative, organisational and procedural tasks, the Secretariat ensures the preparation, organisation and follow-up of Plenary meetings, including documentation, agendas and minutes.

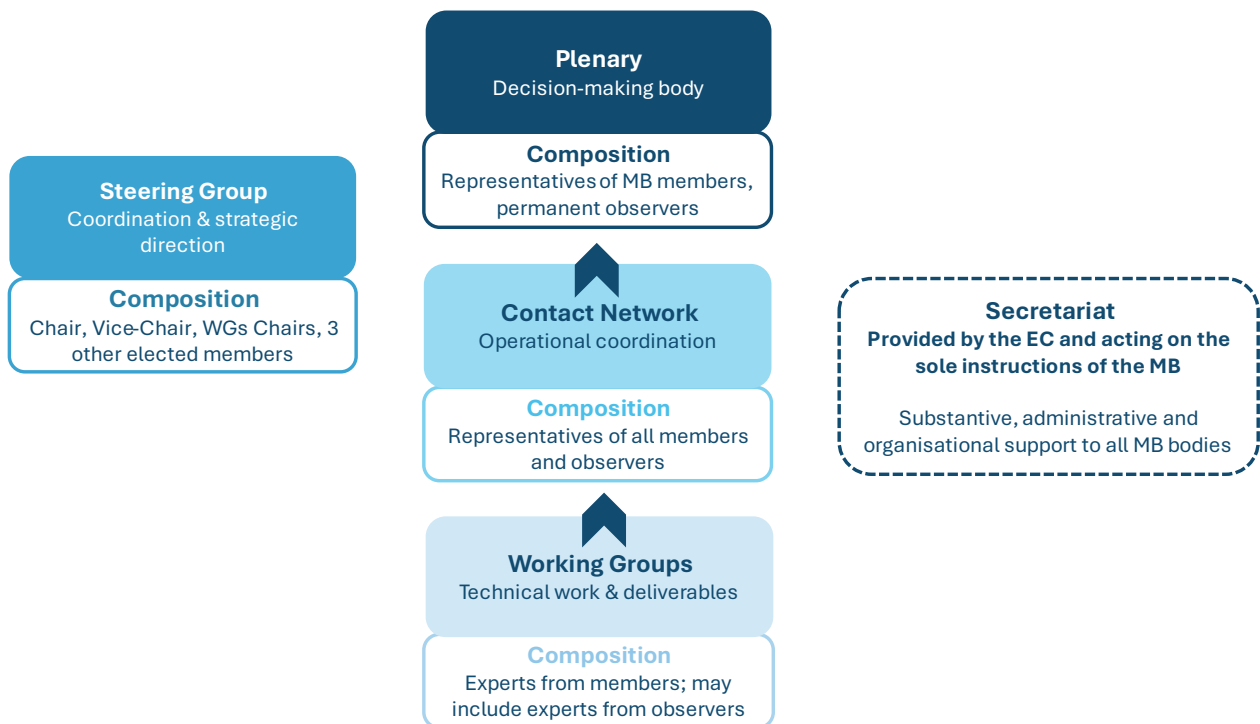
It provides support to the WGs, including coordination and assistance with drafting and circulating documents.

It facilitates communication and information exchange among Members and ensures the handling and preservation of Board documents.

The Secretariat also supports the publication of agendas, minutes and adopted documents, in line with the transparency principles set out in the EMFA and the Rules of Procedure.

In addition, the Secretariat provides substantive support where relevant, including in the preparation of opinions, the drafting of questionnaires on substantive aspects of the Regulation, the gathering and organising replies, and the preparation of related deliverables.

Figure 2: Indicative governance structure



i Experts may participate, on a case-by-case basis, in Plenary meetings and in specific WG activities, in accordance with the RoP.

WORKING GROUP ACTIVITIES

The six WGs were established in April 2025 following the adoption of the Work Programme 2025, their chairs were elected and the terms of reference adopted. Their composition was established for a one-year term ending in December 2025. The WGs support the implementation of the priorities set by the Media Board notably in its work programme by providing technical expertise, facilitating exchanges and discussions among NRAs and preparing draft deliverables to be ultimately adopted by the Board.

Throughout 2025, the WGs met regularly and provided updates on their progress on relevant deliverables and contributions to the Steering Group and the Contact Network, ensuring alignment with the Media Board's strategic direction. Their work consisted in the preparation of reports, technical analyses and inputs to the European Commission, and supported the Board's cooperation activities under Articles 14 and 15 EMFA.

1. Working Group 1 – Audiovisual media matters

1.1. Main topics

WG1 was dedicated to supporting the coherent implementation of the Audiovisual Media Services Directive (AVMSD) and to fostering the exchange of best practices among national regulatory authorities, including with a view to contribute to the European Commission's ex-post evaluation of the Directive.

The main topics addressed in 2025, through three workstreams, were as follows:

- Promotion of European works (WS1)
- Protection of minors (WS2)
- Influencers and vloggers (WS3)
- Other aspects of the AVMSD in view of the upcoming evaluation of the Directive

1.2. Main outcomes

Summary of the activities carried out

WG1 produced three comprehensive reports, each corresponding to any of the three work streams (European works, protection of minors, and influencers). WG1 also organised an internal meeting with NRAs, experts, and stakeholders to discuss the promotion of European works. Additionally, WG1 actively contributed to consultations on the Article 28 Digital Services Act (DSA) guidelines and the Digital Fairness Act. In collaboration with WG4, WG1 prepared a contribution to the AVMSD ex-post evaluation and revision.

Progress on analyses, discussions or technical work

Throughout 2025, WG1 led comprehensive discussions and technical work across its four key areas, engaging NRAs, stakeholders, and experts to advance regulatory frameworks and best practices.

- **European Works:** WG1 involved stakeholders, and experts from the European Audiovisual Observatory (EAO) in in-depth discussions, complemented by a survey completed by NRAs. The resulting report provided recommendations for monitoring the application of European works promotion provisions, while also preparing for the upcoming evaluation and review of the AVMSD.
- **Protection of Minors:** WG1 conducted interviews with NRAs to identify indicators and descriptors for classifying harmful content that could impact the cognitive, emotional, or psychological development of minors. These efforts, combined with survey responses, led to recommendations for potential common approaches. Additionally, WG1 facilitated extensive exchanges among NRAs to inform the Media Board’s response to the Article 28 DSA consultation.
- **Influencers:** A survey distributed to NRAs enabled WG1 to update previous reports, summarising best practices in influencer regulation, its application, and enforcement, while identifying ongoing challenges. The group also organised detailed discussions to shape the Media Board’s response to the Digital Fairness Act consultation.
- **Other aspects of the AVMSD:** In collaboration with WG4, WG1 drafted a joint report contributing to the AVMSD ex-post evaluation and revision. This document marked the first step in the Media Board’s reflections on the future of the AVMSD. It was published incorporating the recommendations from the reports of the three WG1 workstreams, as the Media Board’s response to the European Commission’s call for evidence. This position was made possible through continuous dialogue and cooperation among NRAs.

WG1 DELIVERABLES IN 2025

- [Media Board report on the promotion of European Works](#)
- [Media Board report on the Protection of minors](#)
- [Media Board report on the regulation of influencers](#)
- [Media Board contribution to the article 28 DSA consultation](#)
- [Media Board contribution to the DFA consultation](#)
- [Media Board contribution to the AVMSD ex-post evaluation and revision](#)

2. Working Group 2 – Pluralism and media markets

2.1. Main topics

WG2 was dedicated to provide substantive guidance on key aspects for the implementation of the EMFA, with a focus on matters related to pluralism and media markets, including with a view to prepare for the future Media Board’s opinions.

The main topics addressed in 2025, through four workstreams were as follows:

- National measures affecting media service providers (pursuant to article 21(4) of EMFA)
- Media market concentrations (pursuant to articles 22(4) and 23(1) of EMFA)
- Monitoring of the EMFA’s application
- Media ownership databases (pursuant to article 6(2) of EMFA)

2.2. Main outcomes

National measures affecting media service providers (pursuant to article 21(4) of EMFA)

WG2 worked on an internal guidance document for opinions on national measures pursuant to article 21(4) EMFA. This work serves as a working basis for the Media Board’s discussions and may evolve over time in light of experience.

The approach has been applied in the context of a first request for an opinion on a national measure. This opinion was [adopted by the Media Board](#) on Tuesday 17 March 2026.

Media market concentrations (pursuant to articles 22(4) and 23(1) of EMFA)

WG2 also developed an internal guidance document for opinions on media market concentrations pursuant to articles 22(4) and 23(1). This document allows internal alignment and facilitates a first common understanding of the concept of a media market concentration “*likely to affect the functioning of the internal market for media services*” which will be used for the development of the Media Board’s opinions following a consultation by an NRA or in the other cases covered in article 23 (request by the European Commission or own initiative of the Board). It is meant to be a baseline for the first opinions and will be, if needed, amended and updated at a later stage, with the evolution of practice on the matter.

WG2 has also launched the preparation for the first Media Board opinion on a concentration operation, at its own initiative, after the matter has been flagged to the Media Board by stakeholders. The opinion was [adopted by the Media Board](#) on Wednesday 9 April.

NRA' competences under EMFA since the entry into application of EMFA

With the intention to provide the Media Board members with an overview of the NRAs' new competences and resources resulting from EMFA since its entry into application on the 8th of August, the WG2 updated the internal report developed in 2024 (by ERGA's Subgroup 2) on the same matter.

Media ownership databases (pursuant to article 6(2) of EMFA)

Pursuant to article 6(2) of EMFA, NRAs (or competent authorities) shall be entrusted with the development of national media ownership databases containing certain information on media service providers. Although the Media Board does not have a competence per se regarding such databases, WG2 coordinated the exchange of best practices between NRAs through a dedicated workshop in spring in order to help identifying challenges as well as finding inspiration for solutions. During the workshop various case studies of existing databases were presented, and relevant experts in the field provided perspectives on the matter.

WG2 DELIVERABLES IN 2025

- Internal guidance on national measures which may be covered pursuant to article 21(4) EMFA
- Internal guidance on media market concentrations pursuant to article 22(4)-23(1) EMFA
- Report on NRAs' tasks and competences resulting from EMFA
- Workshop on ownership databases

3. Working Group 3 – Media business environment

3.1. Main topics

WG3 focused on monitoring the implementation of Articles 18, 19, 20 and 24 of the EMFA. These provisions are intended to safeguard the proper functioning of the internal media market and to support the economic viability and resilience of the media sector. In particular, they aim to foster competitiveness within the media ecosystem, while at the same time promoting media pluralism and safeguarding the editorial independence of media service providers operating in the internal market.

To facilitate its work, WG3 structured its activities around the following workstreams:

- Audience measurement (WS1)

- Content of media service providers on very large online platforms and structured dialogue (WS2)
- Customisation of media offers (WS3)

3.2. Main outcomes

Summary of the activities carried out

The topics entrusted to WG3 largely fall outside the traditional scope of competence of most media regulators in Europe. In many cases, Media Board members only started engaging with these issues as a direct consequence of the requirements introduced by the EMFA.

In this context, the primary objective of each workstream was to gather information and data on the regulatory approaches adopted across the Member States and to contribute to the development of a common understanding of these relatively new and complex areas of intervention.

To this end, WS1 conducted an internal survey aimed at collecting information on how audience measurement is addressed in the different Member States. In addition, it organised a workshop with external stakeholders in order to provide workstream members with a clearer picture of the issues arising in relation to the implementation of Article 24, as well as of stakeholders' expectations and concerns. The findings from the survey and the workshop were subsequently consolidated and circulated to the members before the second Plenary meeting of 2025.

In a similar manner, WS2 and WS3 each organised stakeholder workshops, held respectively in November 2025 and September 2025, with a view to gaining a better understanding of the issues at stake and the expectations of market participants. The workshop organised by WS3, in particular, was held jointly with WG5, responsible for analysing the implementation of Article 7a of the AVMSD. This joint initiative provided stakeholders, including device manufacturers, with an opportunity to discuss possible approaches to modifying device default settings and to examine ways of ensuring the prominence of services of general interest.

Progress on analyses, discussions and technical work

The activities carried out within the three workstreams indicated that there is further work to be done to promote the consistent and effective application of the provisions laid down in Articles 18, 19, 20 and 24 of EMFA. They also confirmed that the issues covered by WG3 require further reflection and continued discussion in order to enable Media Board members to develop the necessary expertise, competence and operational know-how.

WG3 DELIVERABLES IN 2025

- Workshop on Audience Measurement
- Workshop on media integrity (Art. 18 & 19 EMFA)
- Joint WG3-WG5 workshop on Prominence of services of general interest and customisation of media offers

4. Working Group 4 – Evolution of the regulatory framework

4.1. Main topics

WG4 focused on the evolution of the media regulatory framework in the European Union and the interaction between different regulatory instruments affecting the media sector. Building on the work carried out by ERGA's Subgroup 4 in 2024, the group examined developments related to the implementation and enforcement of EU legislation relevant to audiovisual regulators.

The main topics addressed in 2025 were as follows:

- The interaction between the AVMSD and the DSA, including issues related to cross-border enforcement
- Contributions to the European Commission's ex-post evaluation of the AVMSD, including aspects related to VSPs, advertising provisions and the scope of the Directive
- Cooperation between national regulators, the European Commission and the European Digital Services Board in the enforcement of the AVMSD and the DSA

4.2. Main outcomes

Deliverable 1 consisted of a report providing a forward-looking contribution to the European Commission's forthcoming ex-post evaluation and review of the AVMSD. This deliverable was merged with Deliverable 6 of WG1 to form a single, coherent position of the Media Board.

Deliverable 2 of WG4 consisted of dedicated working sessions aimed at laying the groundwork for procedures and handover protocols between the Media Board, NRAs, the European Board for Digital Services (EBDS), and the European Commission.

In this context, an initial working session was held to foster focused and constructive discussions on the practical implications of the complementary application of the DSA and the AVMSD. The objective was to discuss, clarify, and align on key procedural and structural issues, while ensuring that existing and future cooperation is more effective, coherent, and transparent.

Legal experts from several NRAs – including Arcom (FR), CSA (BE), CMS (SK), CNMC (ES), and DLM (DE) – together with representatives from the European Commission's Directorate-General CNECT (Units F and I) examined three fictional case scenarios illustrating core regulatory challenges: the distribution of illegal content, the protection of minors, and the spread of disinformation.

The second working session focused exclusively on protection of minors, with the objective of clarifying cooperation mechanisms in the context of both national and European procedures. Particular attention was given to procedures concerning VLOPs providing adult content. Participants agreed on the importance of maintaining a regular information exchange on relevant national and European cases and of cooperating closely in all relevant fora, including the coordinated actions of WG6 under the EBDS. This session brought together legal experts from Arcom (FR), CSA (BE-FR), CnaM (IE) and DLM (DE), alongside representatives from the European Commission's DG CONNECT's Directorate F and Directorate I.

WG4 DELIVERABLES IN 2025

- [Media Board's contribution to the AVMSD ex-post evaluation and review](#) (prepared jointly with WG1)
- Working sessions to set a basis on procedures and handovers between NRAs, the EBDS and the European Commission

5. Working Group 5 – Integrity of the information space

5.1. Main topics

WG5 was dedicated to addressing issues related to the integrity of the information space, building on ERGA's previous work on disinformation, media literacy and the digital information environment.

The main topics addressed in 2025, through four workstreams, were as follows:

- European Democracy Shield and cooperation on disinformation
- Prominence of services of general interest
- Media literacy
- Implementation of the TTPA Regulation

5.2. Main outcomes

Summary of activities carried out

Work of the WG5 combined policy input and technical exchanges, with activities and internal outputs advancing in parallel across the four workstreams. In the first semester, the WG5 prioritised contributions to the European Commission public

consultations, notably through the input for the European Commission's calls for evidence on the European Democracy Shield and on guidelines for the implementation of TTPA Regulation.

In the second semester, the WG5 organised a joint workshop with WG3 on the prominence of services of general interest and the customisation of the media offer, with the participation of relevant external stakeholders. Towards the end of the year, WG5 deepened discussions across all workstreams, concluding in internal written summaries and mappings that captured members' practices, implementation challenges, and possible practical ways forward. Individual deliverables are described in more detail below under the relevant workstreams.

Progress on analyses, discussions or technical work / deliverables adopted or advanced

Workstream 1: European Democracy Shield and cooperation on disinformation advanced on two main outcomes. First, the workstream supported work on Deliverable 2 - Input for the European Commission's call for evidence on the European Democracy Shield, reflecting the role of the Media Board and NRAs in contributing to the European Commission's efforts to strengthen democracy and the resilience of the Union's information space. Second, it focused on defining the role of the Media Board and NRAs in the evolving framework around the Code of Conduct on Disinformation. This was reflected in Deliverable 8 - Monitoring the Code of Conduct on Disinformation: How the Media Board and NRAs could contribute (written summary). The written summary outlined how regulators could add value in areas such as user empowerment, media literacy, fact-checking, prominence of trustworthy sources, demonetisation and information integrity. It also explored the feasibility and sequencing of possible pilot monitoring activities, including needs related to data access, partnerships and resources.

Workstream 2: Prominence of the services of general interest concentrated on existing national approaches, clarifying the evolving EU framework and identifying implementation challenges. A key milestone was the joint WG5/WG3 hybrid workshop organised in September 2025, addressing Art. 7a AVMSD and Art. 20 EMFA. The main conclusions of the workshop included the need to ensure enforceable harmonised technical conditions for prominence (such as visibility, placement and findability), clarity on scope, and a forward-looking discussion of potential EU-level guidance and longer-term regulatory considerations. The results of the workshop also informed the work of WG1 and WG4 on the Media Board's input to the evaluation and revision of the AVMSD, including theme-specific recommendations.

Workstream 3: Media literacy focused on practical support for NRAs, notably in view of the second reporting cycle under Art. 33a AVMSD. Drawing on two thematic meetings and a practical workshop, the workstream worked internally on Deliverable 5 - *Preparation of Member States' reports concerning measures for promoting and developing media literacy skills under Art. 33a AVMSD*. This

deliverable offered a written summary of key policy developments and recurring challenges, including definitional and evaluation issues. It also captured practical suggestions for NRA activities, including references to existing guidance and toolkits supporting more consistent evaluation and comparability. In addition, it highlighted the importance of tailoring measures to target groups and ensuring sustainable approaches, particularly for vulnerable and marginalised communities. In November 2025, the workstream also focused on mapping NRAs' activities during the UNESCO Global Media and Information Literacy Week, with a view to promoting collective actions by Media Board members.

Workstream 4: Implementation of the TTPA Regulation combined exchanges with DG JUST with a practice-oriented focus on how to identify political and issue-based advertising under the new legal framework. It supported the Media Board's work on the input to the European Commission's guidelines for the implementation of TTPA Regulation and captured members' experience through Deliverable 3 - Mapping Media Board members' practices and experiences in identifying issue-based ads, which reflected discussions held after the TTPA became applicable in October 2025. The internal deliverable outlines priorities such as clarifying definitions, building shared methodologies, and exploring the value of testing approaches in practice, including the possibility of a voluntary pilot exercise in 2026. Deliverable 7 - Overview of TTPA Regulation implementation and competencies across Media Board members was postponed due to the limited availability of information at national level regarding the status of implementation.

WG5 DELIVERABLES IN 2025

- [Input for the Commission's guidelines on implementing the TTPA Regulation](#)
- [Input into the call for evidence on the European Democracy Shield](#)
- Mapping Media Board members' practices and experiences in identifying issue-based ads
- Sharing best practices among NRAs and relevant external experts on the prominence of SGI
- Sharing best practices in preparation of Member States' reports concerning measures for promoting and developing media literacy skills under Art. 33a AVMSD
- [UNESCO Media Literacy Week contribution](#)
- Methodology for monitoring Code of Conduct on disinformation

6. Working Group 6 – Internal and external cooperation

6.1. Main topics

WG6 was dedicated to developing the cooperation and coordination mechanisms envisaged by the EMFA, both within the Media Board and with external stakeholders and organisations.

WG6 of the Media Board addressed the following topics in 2025:

- Cross-border cooperation under Articles 14 and 15 of the EMFA
- Criteria envisaged under Article 17 of EMFA related to measures concerning media services from outside the Union
- The framework for the consultation mechanism envisaged in Article 12 of EMFA
- External collaboration

6.2. Main outcomes

Cross-border cooperation

In relation to cross-border cooperation, WG6 oversaw the transition from the ERGA Memorandum of Understanding (MoU) between NRAs to a framework for structured cooperation. This involved the development of a minimum viable product to support structured cooperation, which included a formal request form for assistance and information, and an EU Survey template for use for requests for information to multiple NRAs. The WG also outlined standards of work, produced update newsletters to facilitate clarity and transparency, and organised training sessions on the new processes.

A dedicated one-pager summarising the use of the Single Point of Contact (SPOC) mechanism in 2025 complemented this work by providing a data-driven overview of the transition from the ERGA MoU to structured cooperation under the EMFA, highlighting trends in requests, thematic focus and operational tools developed to support implementation (see Annex for the SPOC 2025 one-pager).

A report will be published in early 2026, analysing cross-border cases from 2025, identifying challenges and making recommendations for the future. Further work to enhance the framework for this cooperation will continue in 2026.

Measures concerning media services from outside the Union

In relation to the application of Article 17 of the EMFA, the WG carried out a mapping of existing criteria, conditions and NRA practices in Member States.

The WG organised a dedicated workshop on the implementation of Article 17, that took place in Barcelona in hybrid format on the eve of the December Plenary, featuring participation by external experts: Ms Sabine Verheyen Vice-President of the European Parliament; Ms Simona Constantin, Member of Cabinet of Commissioner McGrath; Professor Dr. Mark D. Cole, University of Luxembourg ; and

a representative from the Service for vigilance and protection against foreign digital interference (VIGINUM), France (online). The workshop also included a roundtable discussion involving NRAs from PL, LV, LT, FR, EE and DE, who exchanged on existing experience.

The main deliverable of the WG was the [list of criteria](#) developed in accordance with Article 17(4) of the EMFA, and in consultation with the European Commission. This list was included in a broader paper which examines the subject-matter and territorial scope of the Article. The list of criteria itself provides guidance on key notions, specifically threats to public security and indicators of control by third countries that could be exercised by third countries over media services.

Further work to operationalise the provisions of Article 17 to operationalise the provisions of Article 17 is underway, including the preparation of the procedure for the production of opinions by the Media Board in line with EMFA and ingrained within the framework of the European Democracy Shield.

The consultation mechanism

In 2025, the WG put out a call for interest to all stakeholders with whom the Media Board may consult on issues beyond the audiovisual sector, as envisaged by Article 12 of the EMFA. The aim was to create a pool of experts to be consulted on an ad-hoc basis by the Media Board.

Applicants were asked to indicate their areas of expertise. 82 responses were received in the first call for interest, representing 18 EU countries and the press, audiovisual, radio, journalistic, academic and civil society sectors. The WG assessed these applications in light of the possible cases where consultation might be considered and proposed a set of successful applicants. [This list](#) arranged by organisations and area of expertise, was made available on the Media Board website in early 2026.

The pool of experts may be consulted by any Media Board WG or by the Chair, and further work to manage and enhance this pool of experts will continue in 2026.

External cooperation

This WG supported the Chair in external representation activities, and advanced collaboration with the UNESCO Global Forum of Networks (GFN).

The WG organised a presentation by the UNESCO GFN at one of its meetings and facilitated the interaction of NRAs with the GFN, in disseminating relevant information and supporting attendance at the next Global Conference on the Governance of Digital Platforms taking place in early 2026.

Further work to develop a programme for strategic engagement with key external bodies in coordination with the Media Board Chair will continue in 2026.

WG6 DELIVERABLES IN 2025

- Minimum procedural arrangements for cooperation mechanisms under Articles 14 and 15 of the EMFA
- Short report on the performance and application of the structured cooperation mechanisms in 2025
- Document with the list of criteria envisaged in Article 17(4) EMFA
- Workshop on the implementation of Article 17 EMFA
- List of stakeholders participating in the Article 12 EMFA consultation mechanism
- Meetings with international organisations
- Discussion paper on the consultation mechanism envisaged in Article 12 of EMFA

CONTRIBUTIONS TO EC CONSULTATIONS

As an independent advisory body, one of the Media Board's core activities is to contribute to EU-level policy debates, in particular through inputs in the context of public consultations and calls for evidence organised by the European Commission.

In 2025, the Media Board submitted several contributions to consultations and evidence-gathering processes launched by the European Commission. These included a [contribution to the consultation on the DSA Guidelines on the protection of minors](#) (July 2025), as well as [inputs to consultations related to the TTPA](#) and the DFA. In addition, the Board contributed to the European Commission's call for evidence on how the Digital Markets Act (DMA) can support fair and contestable digital markets, and to the [call for evidence on the European Democracy Shield](#). Some of these contributions are described in more detail in the sections dedicated to the relevant Working Groups; they are also referenced here to provide a consolidated overview.

The Media Board also played an active role in the ex-post evaluation of the AVMSD. In this context, it prepared and submitted a [contribution to the European Commission's Call for Evidence](#), based on the joint work carried out by WGs 1 and 4. This contribution was finalised and transmitted to the European Commission in the second half of 2025, following its announcement at the December Plenary meeting.

MEDIA BOARD OPINIONS

Under the EMFA, the Media Board may issue opinions, inter alia on matters affecting the functioning of the internal market for media services, including media market concentrations and certain national regulatory or administrative measures.

During its first year of operation, the Media Board focused on preparing the analytical and procedural framework necessary to handle such requests. This preparatory work was carried out notably within Working Group 2, which developed internal guidance on national measures affecting media service providers and on media market concentrations.

In accordance with the Rules of Procedure, draft opinions are prepared within ad hoc expert groups set up by the chair of the relevant Working Group. These groups bring together volunteer experts from NRAs responsible for developing the draft opinion, before submitting it to all the Media Board members. The NRA or NRAs concerned by the opinion do not participate in its drafting, although they are heard during the procedure. Once the opinion is delivered or the procedure for adoption is discontinued, the ad hoc expert group is disbanded.

In 2025, the Media Board initiated work on two opinion procedures, concerning one request for an opinion on a national measure pursuant to Article 21(4) of the EMFA, and regarding a media market concentration in Hungary where the Media Board decided to issue an opinion on its own initiative pursuant to Article 23(1) of the EMFA, following information flagged by stakeholders. One request submitted by a media service provider was assessed as inadmissible at an early stage of the procedure as it did not fall within the scope of the Media Board's competence.

INSTITUTIONAL REPRESENTATION AND STAKEHOLDER ENGAGEMENT

“I welcome the new Media Board and look forward to our cooperation on media regulation matters, while effectively implementing the landmark European Media Freedom Act and ensuring that media in the EU – be it traditional or digital – is independent and pluralistic.”

Henna Virkkunen, European Commission [press release](#)

As mentioned at the introduction, throughout 2025, the Chair represented the Media Board in a range of external exchanges and institutional settings, in line with the Board’s activities during its first year of operation. These exchanges included interventions and meetings with EU institutions, notably the Council of the European Union and the European Parliament. In particular, the Chair intervened in the Audiovisual and Media Working Party of the Council in November 2025 and participated in two meetings of the European Parliament’s CULT committee WG on the implementation of the EMFA.

Cooperation with the European Commission covered several areas related to the implementation of EU media law. Exchanges took place in relation to the entry into application of the EMFA and the evaluation of the AVMSD. Meetings were also held with European Commission services in the context of cooperation between the Media Board and governance structures established under the DSA.

In parallel, the Media Board’s Chair and other representatives engaged with a broad range of stakeholders through targeted exchanges linked to its regulatory work. These included bilateral and multilateral meetings with representatives of media service providers, industry associations, civil society organisations and other relevant actors, in particular in relation to media pluralism, editorial independence, the protection of minors in the online environment and developments in the information space. Stakeholder engagement also took place in the context of public consultations organised by the Media Board on its strategic and planning documents.

The Media Board attaches particular importance to stakeholder input when preparing and adopting its own strategic and planning documents.

In addition, members of the Media Board participated in relevant external events, workshops and fora at Union and national level, including conferences, roundtables and institutional events related to media regulation and EU media policy. These activities supported exchanges of views with institutional partners and stakeholders and accompanied the Board’s substantive work throughout the year.

Several NRAs also contributed to the external representation of the Media Board, including through their participation in the DMA High-Level Group and in the Permanent Task Force of the Code of Conduct on Disinformation.

Figure 3: Workshops, working sessions and meeting with institutions and external stakeholders



Main categories shown; other meetings are included in the total.

VISIBILITY AND COMMUNICATION

1. Development of the Media Board's visual identity and logo

In April 2025, the Media Board developed and adopted its first official visual identity, including a dedicated logo. This work was initiated early in this inaugural year, under the guidance of the Chair, with the objective of providing the Board with a coherent and recognisable public image from the outset.

The visual identity supports clearer communication of the Board's role and mandate, reinforces its visibility as a new EU-level body established under the EMFA, and contributes to greater consistency across its public-facing materials. The logo began to be introduced progressively throughout 2025, including on the Media Board website and across all reports and documents published following its adoption.

Figure 4: Media Board logo



2. Launch and development of the Media Board website

In early 2025, the Media Board launched its official website (<https://media-board.europa.eu>), which serves as the main public platform for information on its work. Early in the year, the Chair presented a proposed structure to guide its development and ensure that the site reflects the Board's mandate under the EMFA.

The website provides access to information on the Media Board's mandate, governance and members, as well as to key documents such as the Rules of Procedure, the Statement of Purpose, the Multiannual Strategy and the annual Work Programme. It also gives access to agendas and minutes of meetings, adopted deliverables and reports, as well as news updates and press releases on the Board's activities. In addition, the website hosts public consultations organised by the Media Board and ensures access to legacy materials from the former ERGA.

The website also provides practical information for stakeholders, including a Questions and Answers document explaining the Media Board's role and competences, as well as guidance for media service providers on how to submit requests for opinions, in particular under Article 21(4) and Article 18(6) of the EMFA. This information is prominently accessible via a dedicated section on the homepage, which includes a direct link to a [webpage](#) providing a general description of the Media Board's tasks in relation to such opinions, the conditions under which

requests may be submitted, and the procedural requirements, including the information and supporting evidence to be provided.

During 2025, the Secretariat and the Communication group, led by the CNMC presidency, progressively added documents and updates to the site, in line with the Media Board's transparency commitments. The website will continue to be developed as the Media Board's work evolves.

3. External communication

In 2025, the Media Board ensured external communication through the preparation and publication of press releases linked to major milestones in the Media Board's work. These covered, in particular, the entry into application of most obligations under the EMFA by 8 August 2025 and the outcomes of the December Plenary meeting, including the adoption of several key deliverables.

In parallel, additional communication tools were developed to facilitate understanding of the Media Board's role and activities. A Questions and Answers document was prepared and made available on the "[About us](#)" section of the website to provide clarity on the Board's nature, structure and competences and to address recurring questions and misconceptions. Information for media service providers entitled to submit requests for opinions under relevant EMFA provisions was also made accessible through dedicated content on the website's landing page.

LOOKING AHEAD: A MESSAGE FROM AMMA ASANTE, VICE CHAIR IN 2025 AND CHAIR IN 2026

Dear reader,

In 2025, the year this annual report covers, I had the honor of being the Vice Chair of the Media Board, on behalf of the Dutch Media Authority. At the end of that year, during our plenary meeting in Barcelona, I was elected Chair for the year 2026.

First of all, I would like to acknowledge our former Chair, Carlos Aguilar, and his entire CNMC team. It has been a true pleasure working with them, and their hard work has set us up for a strong next chapter. We are fortunate to build on the solid foundation the Spanish presidency has established.

We are equally fortunate to count on a strong Vice Chair in 2026: our French colleagues from Arcom, represented by Martin Ajdari, whose support we greatly value.

***Transparency, inclusion and efficiency** are our guiding principles for this upcoming year. Our priority is to prioritize – so to speak. We cannot emphasize enough the importance of **focus**, especially in these challenging times, with rapid changes and developments in the media sector. Focus should enable us to respond adequately to these changes and developments when necessary. With the evaluation and review of the AVMSD, due to be carried out by the European Commission this year, 2026 will be a significant year for media policy in the EU. Taking into account the new competences under EMFA and developments in Member States, this will not only be a challenging year for the Media Board but for all regulators and stakeholders. By concentrating on what truly matters, we can better uphold our principles. Focus also ensures the Media Board's work remains inclusive, allowing smaller authorities to participate effectively. Achieving this also demands that we operate with efficiency.*

Within our Work Programme 2026 we have established four WGs:

- *WG 1 - Audiovisual Media Regulation (Chair: CSA, BE): Providing expertise and guidance for a convergent European regulatory approach, specifically for the evaluation of the AVMSD.*
- *WG 2 - Media Freedom and Pluralism in the Internal Market (Chair: AGCOM, IT): Ensuring an effectively functioning internal media market in a constantly evolving environment.*
- *WG 3 - Protection of Citizens in the Online Environment (Chair: CMS, SK): Ensuring European citizens are properly protected from illegal and harmful content, including online, and empowered in the informational space.*
- *WG 4 - Effective cooperation (Chair: CnaM, IE): Ensuring continuation of the effective cooperation within the Media Board and an effective deployment of its activities.*

We have a clear vision: we strive to firmly position the Media Board as a partner for strategic discussion. An influential, independent, and reliable player in the

European media landscape. A network that knows how to engage with the press and European supervisory bodies, actively contributing to public debate. We all do this in the interest of the public.

We must constantly ask ourselves: what is the public mission of our work? What is the purpose of the Media Board? Why do we exist? And what do we want to achieve with the work we do?

We must remain outward-looking. What is happening in the public domain? Where are we expected to engage?

The challenges ahead are complex, but together we have the expertise, creativity, and commitment to make a real impact. By fostering openness, inclusion and collaboration, we will ensure that every voice in our network contributes to shaping the European media landscape we envision. Let's embrace the opportunities before us, and work as one to deliver results that matter, for the public we serve.

While we look back on 2025 in this annual report, we are also looking forward to the year ahead.

Amma Asante,
Chair of the Media Board in 2026

ANNEXES

Annex 1: list of acronyms

National Regulatory Authorities (NRAs)

AEM: Agencija za elektroničke medije (Croatia)

AGCOM: Autorità per le Garanzie nelle Comunicazioni (Italy)

AKOS: Agencija za komunikacijska omrežja in storitve Republike Slovenije (Slovenia)

ALIA: Autorité Luxembourgeoise indépendante de l’audiovisuel (Luxembourg)

Arcom: Autorité de régulation de la communication audiovisuelle et numérique (France)

BAM: Broadcasting Authority Malta (Malta)

CEM: Съвет за електронни медии (Bulgaria)

CMS: Rada pre mediálne služby (Slovakia)

CNA: Consiliul Național al Audiovizualului (Romania)

CNMC: Comisión Nacional de los Mercados y la Competencia (Spain)

CnaM: Coimisiún na Meán (Ireland)

CSA: Conseil supérieur de l’audiovisuel (Belgium – Fédération Wallonie-Bruxelles)

CvdM: Commissariaat voor de Media (Netherlands)

DLM: Die Medienanstalten (Germany)

ERC: Entidade Reguladora para a Comunicação Social (Portugal)

KommAustria: Kommunikationsbehörde Austria (Austria)

KRRiT: Krajowa Rada Radiofonii i Telewizji (Poland)

Medienrat: Medienrat der Deutschsprachigen Gemeinschaft (Belgium – German-speaking Community)

Memy: Mediemyndigheten (Sweden)

NCRTV: The National Council for Radio and Television (Greece)

NEPLP: Nacionālā elektronisko plašsaziņas līdzekļu padome (Latvia)

NMHH: National Media and Infocommunications Authority (Hungary)

RTCL: Lietuvos radijo ir televizijos komisija (Lithuania)

RTDSA: Radio-Television and Digital Services Authority (Cyprus)

RRTV: Rada pro rozhlasové a televizní vysílání (Czech Republic)

RTVN: Radio- og tv-nævnet (Denmark)

TRAFICOM: Liikenne- ja viestintävirasto Traficom (Finland)

TTJA: Tarbijakaitse ja Tehnilise Järelevalve Amet (Estonia)

VRM: Vlaamse Regulator voor de Media (Belgium – Flemish Community)

Other acronyms

AVMSD: Audiovisual Media Services Directive

Code: Code of Conduct on Disinformation

DG: Directorate-General

DFA: Digital Fairness Act

DSA: Digital Services Act

EAO: European Audiovisual Observatory

EBDS: European Board for Digital Services

EFTA: European Free Trade Association

EMFA: European Media Freedom Act

ERGA: European Regulators Group for Audiovisual Media Services

EU: European Union

GFN: Global Forum of Networks

MAS: Multiannual Strategy

MoU: Memorandum of Understanding

NRAs: National Regulatory Authorities

RoP: Rules of Procedure

SoP: Statement of Purpose

SPOC: Single Point of Contact (designated contact for cross-border cooperation requests between NRAs)

TTPA: Transparency and Targeting of Political Advertising Regulation

VLOP: Very Large Online Platform

VLOPSE: Very Large Online Platforms and Search Engine

VSP: Video-Sharing Platform

WG: Working Group

WP: Work Programme

Annex 2: List of deliverables

WG1 — Audiovisual Media Matters

Deliverable	Type	Adoption
Workshop and Report on European Works	Workshop and Report	December
Reply to EC consultation on minors' protection (DSA Art. 28)	Input / Consultation response	June
Report on Protection of Minors	Report	December
Analysis of Digital Fairness Act consultation	Input / Consultation	October
Report on Influencers	Report	December
WG1-WG4 Joint report on the ex-post evaluation of the AVMSD	Report	December

WG2 — Pluralism and Media Markets

Deliverable	Type	Adoption
Internal guidance on national measures which may be covered pursuant to Article 21(4) EMFA	Internal guidance	August
Internal Guidance on media market concentrations pursuant to Articles 22(4)–23(1)	Internal guidance	August
Report on NRAs' tasks and competences resulting from EMFA (update)	Internal report	N/A
Workshop on ownership databases	Workshop	N/A

WG3 — Media Business Environment

Deliverable	Type	Adoption
Workshop on Audience Measurement	Workshop	N/A
Workshop on media integrity (Articles 18 & 19 EMFA)	Workshop	N/A
Joint WG3-WG5 workshop on Prominence of services of general interest and customisation of media offers	Workshop	N/A

WG4 — Evolution of the Regulatory Framework

Deliverable	Type	Adoption
WG1-WG4 joint report on the ex-post evaluation of the AVMSD	Report	December
Working sessions to set a basis on procedures and handovers between NRAs, the EBDS and the European Commission	2 working sessions	N/A

WG5 — Integrity of the Information Space

Deliverable	Type	Adoption
Input for the Commission's guidelines on implementing the TTPA Regulation	Statement (input to open consultation)	July
Input into the call for evidence on the European Democracy Shield	Statement (input to open consultation)	May
Mapping Media Board members' practices and experiences in identifying issue-based ads	Written summary	December
Sharing best practices among NRAs and relevant external experts on the prominence of SGI	Workshop and written summary	December

Sharing best practices in preparation of Member States' reports concerning measures for promoting and developing media literacy skills under Article 33a AVMSD	Written summary	December
UNESCO Media Literacy Week contribution	Press release	November
Methodology for monitoring Code of Conduct on Disinformation	Written summary	December

WG6 — Internal and External Cooperation

Deliverable	Type	Adoption
Minimum procedural arrangements for cooperation mechanisms under Articles 14 and 15 of the EMFA	Internal document	June
Short report on the performance and application of the structured cooperation mechanisms in 2025	Report	December
Document with the list of criteria envisaged in Article 17(4) EMFA	Public document	December
Workshop on the implementation of Article 17 EMFA	Workshop	N/A
List of stakeholders participating in the Article 12 EMFA consultation mechanism	Public document	N/A
Meetings with international organisations	Events	N/A
Discussion paper on the consultation mechanism envisaged in Article 12 EMFA	Paper	N/A

Annex 3: Summary of the use of the SPOC mechanism in 2025

The year 2025 marked a transition from the voluntary Memorandum of Understanding (MoU), operational until April 2025, to the new structured cooperation framework under Articles 14 and 15 of the European Media Freedom Act (EMFA), which entered into application in May 2025. This shift introduced a legally grounded system for cross-border cooperation and convergence, building on four years of practical experience accumulated as part of the work of the European Regulators Group for Audiovisual Media Services (ERGA) and the MoU.

In 2025 (January – April) Under the MoU, NRAs submitted **27 requests**, the majority (67%) of which were requests for assistance (RFA). Cooperation was used by **13 NRAs**, with **protection of minors** (19 cases) emerging as the dominant topic, followed by two requests focusing on area of video sharing platforms (VSP) obligations. **TV services** remaining the most frequently addressed service type (17 cases), followed by requests concerning videos-on-demand (VoD) services (3 cases) and VSP (3 cases). Out of the all the MoU requests, the 20 requests were considered completed, which makes the **completion rate 74%**.

With the entry into application of structured cooperation in May 2025, NRAs submitted **40 requests** under the EMFA framework, with a majority focus on RFAs (62%). The number of NRAs initiating requests **increased to 15 NRAs** with a shift in case types. While the most cases concerned **protection of minors** (14 cases), there was a growing number of requests concerning VSP related obligations (7 cases) and commercial communication (5 cases). The similar shift was observed in service types with most requests concerning **TV services** (14 cases), but increased number of VSP services (10) and VoD (7) cases. The **completion rate was 65%**, however several requests were submitted towards the end of the year with due dates in early 2026.

To support immediate operational readiness, NRAs agreed on a minimum viable product consisting of an updated standard request form and an EU Survey template for RFIs addressed to multiple NRAs. These tools, together with a joint training session on Wednesday 25th June, established a uniform baseline for practical implementation of Articles 14 and 15. A set of Standards of Work and regular newsletters for the Media Board members further supported transparency, consistency and alignment during the transition period.

Overall, the experience from 2025 demonstrates solid continuity and transition between the MoU and EMFA mechanisms, a high level of engagement among NRAs and positive early signals regarding the functioning of structured cooperation. The developments of this year provide a strong operational foundation for further consolidation and for the long-term evolution of cross-border cooperation within the European media regulatory landscape.

Summary of cooperation requests under the MoU and EMFA frameworks in 2025

	MoU framework <i>January – April 2025</i>	EMFA structured cooperation <i>May – December 2025</i>
Total requests submitted	27	40
NRAs involved	13	15
Main type of requests	Requests for assistance (67%)	Requests for assistance (62%)
Main topic	Protection of minors (19 cases)	Protection of minors (14 cases)
Other notable topics	VSP obligations	VSP obligations, commercial communications
Main service types concerned	TV services (17)	TV services (14), VSP (10), VoD (7)
Completion rate	74%	65%*

* Several requests submitted towards the end of 2025 remain ongoing, with deadlines in early 2026