



Minutes of the 5th Plenary meeting, 2 July 2026

10:30 – 17:00 (CET)

Brussels (hybrid meeting)

**Rue de la Loi 200, Brussels, Belgium - Schuman room (Berlaymont building)
and virtually**

1. Opening of the meeting and adoption of the agenda

The Chair (CvdM) welcomed the Board members and observers to the fifth plenary meeting of the European Board for Media Services (the “Media Board”). An updated agenda, rearranging the order of certain items, had been circulated in advance. No additional points were added under AOB and the agenda was adopted.

2. Update from the Media Board Chair

The Chair updated members and observers on recent work of the Board, including progress on the evaluation of the AVMSD, the opinions issued and the new requests received under the EMFA, the input to the European Commission on the Art. 22 EMFA guidelines, the structured dialogue and the joint supervisory action on the protection of minors, as well as strengthened internal and external cooperation. The Chair also debriefed on the first joint meeting between the DSA Board and the Media Board, held on 1 July, which resulted in concrete proposals for closer cooperation between the two networks.

3. First exchange on the Work Programme 2027

The Media Board Vice-Chair (Arcom) presented the proposed approach for developing the 2027 Work Programme, building on the multiannual strategy and integrating internal and external insights through consultations. A call for contributions will be issued to stakeholders and Members over the summer, ahead of the adoption of the Work Programme by mid-November. Members intervened to share their priorities for next year.

4. Update from the European Commission

The European Commission representative provided an update on the Commission’s current priorities on media-related files, including the ongoing review of the AVMSD and the implementation of the EMFA. Members exchanged views with the Commission on a number of issues, including the sustainability of the news media sector, the safety of journalists, cross-border enforcement and the preparation of the Art. 22 EMFA guidelines.

5. Thematic roundtable

Members reflected on how the Media Board should carry out its responsibilities, support the Commission and define its priorities in light of its expanding mandate, workload and available resources. Members’ contributions will feed into the preparation of the 2027 Work Programme and future discussions on the organisation of the Media Board’s work.

6. Working Group 2: Media Freedom and Pluralism in the Internal Market

The Chair of Working Group 2 (AGCOM) presented the group's ongoing work on the implementation of the EMFA provisions on media market concentrations, including the requests recently received concerning the acquisition of Adria News Network and the proposed acquisition involving Paramount and Warner Bros. Discovery, as well as the preparation of the Media Board's contribution to the Art. 22 EMFA guidelines and ongoing work on Art. 24 and Art. 26 EMFA.

The Media Board adopted for publication the Public Statement on the Rossel-IPM merger, available on the Media Board website.

7. Working Group 3: Protection of Citizens in the Online Environment

The Chair of Working Group 3 (CMS) presented the practical arrangements for the structured dialogue pursuant to Art. 19 EMFA, which will take place on 5 November in Brussels with very large online platforms, media service providers and civil society organisations, and updated the plenary on the Board's first common supervisory action on vloggers' compliance with AVMSD rules, conducted on a voluntary basis by 12 national regulatory authorities, with first findings expected in September.

The internal guidance related to Art. 18 EMFA, setting out the practical arrangements for opinions pursuant to that Article, was adopted for internal use.

8. Working Group 4: Effective cooperation

The Chair of Working Group 4 (CnaM) presented the group's progress under its various workstreams, including structured cooperation pursuant to Art. 14 and Art. 15 EMFA, ongoing work relating to Art. 17 EMFA, a light-touch review of the Rules of Procedure, stakeholder engagement and the consultation mechanism envisaged by Art. 12 EMFA. The group also coordinated the Board's first opinion under Art. 4(4) AVMSD on anti-circumvention measures, which contributed to the Commission's decision of 8 June.

The practical arrangements for structured cooperation under Art. 14 and Art. 15 EMFA were adopted for internal use.

9. Working Group 1: Audiovisual Media Regulation

The Chair of Working Group 1 (CSA) updated the members on progress under the group's various workstreams, including the Board's contribution to the public consultation on the AVMSD, the Board's reply to the DNA public consultation, adopted by written procedure in June, and a thematic workshop on the promotion of European works held on 8 April. A mapping of national case law on the interaction between the AVMSD and the DSA was also presented.

10. Elected members

The elected members presented their work for the year, including a survey inviting proposals for new studies, coordination and outreach activities with national regulatory authorities across the Nordic, Baltic, Eastern and Southern European regions, the preparation of the Media Board stakeholder event of 23 September, and the compilation of best practices on the development of opinions.

11. Communication Group

The Media Board Chair updated the group on recent communication activities, including the publication of the Board's first annual report, the launch of the Board's LinkedIn account and ongoing work on the Board's external communication.

12. AOB

No AOB items were raised.