

Media Board Working group 5 – 2025 Terms of Reference (ToR)	
<b>Name of Working group</b>	Integrity of the information space
<b>WG Chair, NRA</b>	<b>Stanislav Matějka</b> , Council for Media Services (Slovakia)
<b>Background</b>	<p>The Media Board was established by the European Media Freedom Act of 11 April 2024 (EMFA), which builds upon and replaces the European Regulators' Group for Audiovisual Media Services created in 2014.</p> <p>Over the past years, ERGA has demonstrated a strong commitment to addressing the challenges posed by the evolving digital and information landscape. Among key achievements in 2024, ERGA successfully launched a media literacy campaign for European elections, which aimed to contribute to empower citizens with critical thinking skills and raise awareness about the impact of disinformation. Additionally, ERGA played a pivotal role in monitoring the implementation of the strengthened Code of Practice on Disinformation, ensuring transparency and accountability from platform signatories. Among targeted activities for ERGA members was the organization of workshops that facilitated the exchange of best practices, fostering collaboration and enhancing the capacity of NRAs to combat disinformation.</p> <p>As the newly established Media Board assumes these responsibilities in 2025, it will build on ERGA's legacy and continue to address the topic of disinformation and media literacy, among others.</p> <p>In the centre of WG5 activities, foreseen in the draft of the Media Board's Work Programme for 2025 are critical issues such as the monitoring of the implementation of the Code of Practice on Disinformation now converted into a Code of Conduct under Article 45 of the DSA, monitoring the implementation of the Regulation on transparency and targeting of political advertising (TTPA), coordination and exchange on media literacy activities and providing support to the European Commission and Media Board members in the application of the European Media Freedom Act (EMFA), notably in terms of exchange of best practices on the prominence of audiovisual media services of general interest.</p>
<b>Subgroup scope and purpose</b>	<p>The Working group's general purpose is reflected in the composition of relevant Workstreams:</p> <p><b>Workstream 1: European Democracy Shield and cooperation on disinformation (led by CMS)</b> – The Code of Practice on Disinformation was converted into a Code of Conduct under Article 45 of the DSA in February 2025. The Code conversion will take effect from 1 July 2025, making its commitments auditable from that date onwards. The Media Board can support, based on the existing experience of its members, <b>the development of monitoring methodologies</b>, the fostering of cooperation with relevant stakeholders, and the continuous exchange of best practices to address the evolving challenges of disinformation. The objective is ensuring the Code remains effective, transparent, and responsive to emerging threats. This workstream will also include reflecting on best practices on disinformation</p>

	<p>policies among NRAs, where necessary. In cooperation with WG4, WG5 will follow the developments regarding the European Democracy Shield and prepare an input to the open consultation on behalf of the Media Board.</p> <p><b>Workstream 2: Prominence of the services of general interest (led by Arcom)</b> - Drawing on the experience of NRAs, WG5 will work on sharing best practices and assess the effectiveness of implemented measures regarding the prominence of the services of general interest. This effort will include sharing expertise between Media Board members and relevant external experts. If approached by the Commission, WG5 will support developing guidelines that promote the appropriate prominence of audiovisual media services of general interest, as outlined in Art. 16(2)(a) of EMFA in combination with article 7a of the AVMSD.</p> <p><b>Workstream 3: Media literacy (led by NMHH)</b> - Media literacy will remain a cornerstone of WG5's activities, recognising its importance in equipping citizens with the tools to critically assess the diversity of existing contents in the media landscape and to recognise disinformation. The group will continue to exchange best practices and support initiatives to strengthen media literacy across the EU. Key activities will include mapping activities among regulators during the UNESCO Global Media and Information Literacy Week 2025 and preparing for the second reporting cycle under AVMSD Article 33a, which focuses on promoting and developing media literacy skills.</p> <p><b>Workstream 4: Implementation of the TTPA Regulation (led by Agcom)</b> - To ensure the effective implementation of the TTPA Regulation, WG5 will support NRAs in building the necessary capacity to enforce the regulation as of October 2025. This will involve the exchange of best practices and collaboration with the Commission to develop clear guidelines for regulated subjects, if required. WG5 will focus on mapping the practices and experiences of Media Board members in identifying issue-based ads, contributing to a deeper understanding of regulatory challenges and solutions in this area. Over the year, this workstream will collect national updates on the implementation of the regulation and any new competencies for Media Board members resulting from it.</p> <p>The WG Chair will be supported by workstream leaders with relevant expertise in their respective topics, ensuring the high quality of deliverables while fostering inclusivity and active participation of Media Board members.</p> <p>WG5 will closely collaborate with the Commission, relevant stakeholders, and other Working groups within the Media Board to ensure a cohesive and effective approach to its objectives. Particular emphasis will be placed on cooperation with WG3, focusing on media content on VLOPs and structured dialogue, as well as WG4, which addresses the cooperation between the Media Board and the European Board for Digital Services (EBDS) and WG6 working on methods of cooperation of the Media Board with Union bodies such as offices, agencies and expert/advisory groups.</p>
--	---

## Working group Deliverables

<b>Deliverable 1</b>	<b>Deliverable type</b>	Statement (input to open consultation)
	<b>Deliverable title</b>	Input for the Commission's guidelines on implementing the TTPA Regulation
	<b>Due date</b>	1 <sup>st</sup> semester 2025
	<b>Publication</b>	Yes
<b>Deliverable 2</b>	<b>Deliverable type</b>	Statement (input to open consultation)
	<b>Deliverable title</b>	Input for the Commission's call for evidence on the European Democracy Shield
	<b>Due date</b>	End of May 2025
	<b>Publication</b>	Yes
<b>Deliverable 3</b>	<b>Deliverable type</b>	Report
	<b>Deliverable title</b>	Mapping ERGA members' practices and experiences in identifying issue-based ads
	<b>Due date</b>	September 2025
	<b>Publication</b>	Yes
<b>Deliverable 4</b>	<b>Deliverable type</b>	Workshop and written summary
	<b>Deliverable title</b>	Sharing best practices among NRAs and relevant external experts on the prominence of services of general interest
	<b>Due date</b>	September 2025
	<b>Publication</b>	No
<b>Deliverable 5</b>	<b>Deliverable type</b>	Discussion and written summary
	<b>Deliverable title</b>	Preparation of reports on measures for promoting and developing media literacy skills under AVMSD Article 33a

	<b>Due date</b>	September 2025
	<b>Publication</b>	No
<b>Deliverable 6</b>	<b>Deliverable type</b>	Press release
	<b>Deliverable title</b>	Exchange of media regulatory authorities' best practices in media literacy field and mapping of activities for UNESCO Global Media and Information Literacy Week
	<b>Due date</b>	November 2025
	<b>Publication</b>	Yes
<b>Deliverable 7</b>	<b>Deliverable type</b>	Report
	<b>Deliverable title</b>	Overview of TTPA regulation implementation and competencies across Media Board members
	<b>Due date</b>	Plenary of December 2025
	<b>Publication</b>	No
<b>Deliverable 8</b>	<b>Deliverable type</b>	Report
	<b>Deliverable title</b>	Draft of a methodology for monitoring the Code of Conduct on Disinformation
	<b>Due date</b>	Plenary of December 2025
	<b>Publication</b>	TBD

## Participation by MEDIA BOARD members / observers

<b>Drafters</b> <b>Members</b> <b>Observers</b>	<u>Chair</u> : Council for Media Services (SK)
<i>To be filled in after the adoption, based on the call for expressions of interest for participations in the sub- and action groups.</i>	

**Workflow for Working group 5 (internal and external milestones)**

Date	Action/deliverable	Internal Working Group only	External CN, Plenary, Publication
<b>2025</b>			
April 3	Kick-off proto-Working group meeting	All members	
April 2025	Thematic meetings: 1. European Democracy Shield and cooperation on disinformation; 2. Prominence of the services of general interest; 3. Media and Information Literacy; 4. TTPA Regulation.	Interested members	
May 12, 2025 (TBC)	1 <sup>st</sup> Working group meeting (online)	All members	
June 2025	Contact Network and Plenary		CN and Plenary
September 2025	2 <sup>nd</sup> Working group meeting (hybrid)	All members	
September 2025	Workshop on prominence of the services of general interest (hybrid)	All members	
October 2025	Thematic meetings: 1. European Democracy Shield and cooperation on disinformation; 2. Prominence of the services of general interest; 3. Media and Information Literacy; 4. TTPA Regulation.	Interested members	
November 2025	Contact Network		CN
December 2025	Plenary		Plenary