



Article 12 of the European Media Freedom Act

Representatives of media sectors who have expressed interest to support the work of the Media Board

Background

In accordance with Article 12 of the European Media Freedom Act (EMFA), ‘*where the Board considers matters beyond the audiovisual sector, it shall consult representatives from the relevant media sectors operating at Union or national level*’

The consultation mechanism should enable the Media Board to gather targeted input from the relevant stakeholders and to obtain qualified information supporting its work. The stakeholders could offer their contribution with expert insights, data, and perspectives on the developments and pressing issues to their sectors.

The modalities of consultation may vary in accordance with Article 22 of the Board’s Rules of Procedure: the Media Board might launch targeted consultations, written consultations or organize dedicated meetings, either bilateral or collective, depending on the matter under consideration.

As mentioned in recital 40 of the EMFA, these stakeholders may involve representatives from press councils, journalistic associations, trade unions, business associations or academia.

Call for expression of interest

To establish this pool of stakeholders, on 3 September 2025, the Media Board published a [call for expression of interest](#). The entities listed below have expressed their interest to be part of the pool.

It should be noted that inclusion within the Media Board’s stakeholder list of entities does not entail any formal advisory status, right to be consulted, or obligation to respond.

The Media Board is continuing to develop its stakeholder engagement. Entities that wish to be considered as representatives from the relevant media sectors or to be withdrawn from this group are invited to contact the Media Board Secretariat at: eu-mediaboard-secretariat@ec.europa.eu

Representatives from the relevant media sector

- 3Cat – the Catalan Audiovisual Media Corporation (Corporació Catalana de Mitjans Audiovisuals, SA)
- Association of European Radios
- Agence France-Presse
- Association of Commercial Television
- Alliance de la Presse d'Information Générale
- Amazon Digital UK limited
- Arbeitsgemeinschaft Privater Rundfunk
- ARD
- Asociación de Revistas de Información
- Asociace online vydavatelů, z.s.
- Association of Commercial Television and Video on Demand Services in Europe
- Association for the Self-Regulation of Journalistic Ethics / Journalistic Ethics Council
- Audience Measurement Coalition
- Bauer Media Audio
- Bundesverband der Digitalpublisher und Zeitungsverleger e.V., BDZV.
- Civil Liberties Union for Europe e.V. (Liberties)
- Colexio Profesional de Xornalistas de Galicia (Association of Professional Journalists of Galicia)
- CommSol
- Croatian Audiovisual Centre (HAVC)
- Cyprus Media Ethics Committee / Επιτροπή Δημοσιογραφικής Δεοντολογίας
- Deus Media
- Eesti Meediaettevõtete Liit (Estonian Association of News Media Enterprises)
- egta - the international trade body of multiplatform TV and audio businesses
- Estonian Association of Information Technology and Telecommunications
- EUROKINEMA
- European Advertising Standards Alliance
- European Broadcasting Union
- European Centre for Press and Media Freedom
- European Centre for the Study of Hate
- European Fact Checking Standards Network
- European Federation of Data Protection Officers
- European Federation of Journalists
- European Film Agency Directors Association
- European Influencer Marketing Alliance
- European Magazine Media Association
- European Newspaper Publishers' Association
- European Partnership for Democracy
- European Producers Club
- European University Institute
- European Video on Demand Coalition

- Faktograf – the Association for the Informed Public
- Federazione Italiana Editori Giornali
- Finnish Media Federation (Finnmedia)
- German Press Council
- GLOBSEC
- Hungarian Publishers' Association
- Influencer Marketing Alliance (by FeWeb)
- Institute for Future Media, Democracy and Society (FuJo).
- Julkisen sanan neuvosto / Opinionsnämnden / Council for Mass Media
- Local Ireland
- Media & Democracy, Lindholmen Science Park
- Media and Journalism Research Center
- Media and Learning Association
- Médiaforum Association
- MFE-MEDIAFOREUROPE N.V.
- Motion Picture Association EMEA
- MVFP Medienverband der freien Presse e.V.
- NDP Nieuwsmedia
- Netflix International B.V.
- Netherlands Council for Journalism
- News Media Europe
- Nordicom, University of Gothenburg
- Press Council of Ireland and Office of the Press Ombudsman
- Reporters Without Borders
- Réseau des Médias de Proximité
- Romanian Association for Audience Measurement (Asociația Română pentru Măsurarea Audiențelor - ARMA)
- Scen & Film, The Swedish Union for Performing Arts and Film
- Screen Producers Ireland
- Seznam.cz, group
- Societat Catalana de Comunicació (Communication Catalan Society, SCC)
- Sony Pictures Entertainment
- Studies in Media, Innovation and Technology (SMIT), research centre part of the Vrije Universiteit Brussel (VUB) and imec.
- Swedish Magazine Publishers Association
- Swedish Union of Journalists
- TU- Tidningsutgivarna. Swedish Media Publishers' Association.
- Union of Professional Journalists of Romania
- University of Galway
- VAUNET - German Association of Private Media
- Vereniging van de Raad voor de Journalistiek
- World Federation of Advertisers
- Sdružení pro internetový rozvoj v ČR – SPIR (Association for Internet Progress in Czechia)
- QuotaClimat