

MEDIA BOARD - STATEMENT OF PURPOSE

The European Board for Media Services - hereafter the Media Board - as established by the European Media Freedom Act (2024), is an independent advisory body at European Union level composed of national regulatory authorities and bodies (NRAs) of the media and audiovisual sector. It builds upon and replaces the European Regulators' Group for Audiovisual Media Services, which was created in 2014. The remit of the Media Board continues to cover audiovisual matters and will be further extended to broader horizontal media matters (including related to the press sector, which is not regulated and is not as such under the oversight of the Media Board and most of its members) as well as to online platforms as key players of the media ecosystem.

THE MEDIA BOARD VISION

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.

The Media Board pursues the following **MISSIONS**:

- Protecting **media freedom, as well as freedom of expression**;
- Protecting the right to information, through **pluralistic, editorially independent, accessible and discoverable media**;
- Striving to limit the spread of **illegal and harmful content** to EU citizens, and **especially minors**;
- Supporting **cultural diversity and social cohesion and inclusion** through the media;
- Fostering **media and information literacy** in order to better equip and empower media audiences to navigate in the informational space;
- Ensuring a **coherent application and effective enforcement of relevant EU media law** – especially the Audiovisual Media Services Directive and the European Media Freedom Act – through advice to the European Commission and a reinforced cooperation between the Media Board members, while taking into account the national specificities;
- Contributing to the **evolution of the media-specific EU regulatory framework** in order to ensure it is relevant, ambitious, future-proof and technologically neutral, when possible, given the evolving technology and consumption patterns;
- **Fostering the internal media market**, through the promotion of the economic sustainability of the media sector and its preservation from interferences and unjustified obstacles;
- Providing **media-related perspective and expertise** to horizontal legislative frameworks, including those related to the online environment, which have an impact on the media sector.

The Media Board activity in pursuit of such missions is guided by certain **OPERATIONAL PRINCIPLES** that are essential to its efficient and coherent functioning:

- **INDEPENDENCE**: both the Media Board and its members operate independently from any political or economic influence, and neither seek nor take instructions from any government, institution, whether national, supranational or international, or any public or private person or body.
- **INCLUSIVITY AND COOPERATION**: the internal functioning and activities of the Media Board allow its members to actively participate in the various internal structures and governance bodies, to build on the internal diversity of the network and to foster collaboration with the purpose of mutual inspiration, information and assistance, through the EMFA reinforced cooperation and frank dialogue.
- **EVIDENCE-BASE**: the Media Board and its members are guided by the existing evidence base, including existing or ongoing research, as well as their concrete technical expertise resulting from the practical experience of the work of NRAs in enforcing legislation, with a dynamic approach to the evolutions of the sector and the regulation.
- **OPENNESS**: the Media Board intends to operate in a spirit of openness and mutual exchange with European institutions and media-related stakeholders and experts, including academia.
- **TRANSPARENCY**: the Media Board communicates openly about its activities and governance, thus fostering its accountability.