

## MEDIA BOARD 2025-2027 MULTIANNUAL STRATEGY

The Media Board, as created in February 2025, will commence its activities in the first three years of its existence around the following **STRATEGIC PRIORITIES** to be deployed by the Media Board members, the national regulatory authorities and bodies (NRAs):

- 1 “MEDIA BOARD”** Ensuring a smooth launch of the Media Board and an effective deployment of its activity
- 2 “MEDIA REGULATORS”** Providing expertise and guidance for a convergent European regulatory approach
- 3 “MEDIA MARKETS”** Ensuring an effectively functioning internal media market in a constantly evolving environment
- 4 “PEOPLE & CITIZENS”** Ensuring European citizens are properly protected from illegal and harmful content, including online, and empowered in the informational space

The Strategic Focus Priorities will be translated into a series of **STRATEGIC PILLARS**, in order for the Media Board to achieve its objectives.

## 1. "MEDIA BOARD"

Ensuring a smooth launch of the Media Board and an effective deployment of its activity

### ◆ PILLAR 1.1: Conceive and implement appropriate and ambitious internal governance and processes

The launch of the Media Board will be an opportunity to design and implement relevant rules for internal governance and functioning of the Media Board. These internal processes, based on the new legal framework set up by the European Media Freedom Act and on Media Board values of inclusiveness and transparency, will allow for an effective setup of the EBMS and the delivery of its missions and objectives.

### ◆ PILLAR 1.2: Create and develop a proper stakeholders' network

The European Media Freedom Act introduces new obligations regarding the consultation of relevant media-related stakeholders and the possibility to invite experts, including academia, to its meetings. The Media Board wishes to go even further in order to walk the talk regarding its openness towards the broad media ecosystem. It will therefore strive to set up a well-developed network of stakeholders from the broader media and journalistic industry and civil society, going beyond the audiovisual media sector, in order to gather the insights and feedback relevant for the Media Board activities.

### ◆ PILLAR 1.3: Call for proper resources, powers and competences for NRAs

The Media Board will be raising awareness about the necessary adequate resources and powers to be granted to the NRAs in order to allow them to contribute meaningfully to the new Media Board tasks and activity, in addition to performing their own new tasks pursuant to EMFA. In the same way, the Media Board secretariat will need to be properly resourced in order to assist the Media Board in its tasks, in line with what has been foreseen in the European Media Freedom Act.

### ◆ PILLAR 2.1: Clarify and provide guidance regarding the interplay between various EU texts with impact on media

The media sector is regulated and impacted by an increasing number of EU legislative texts, such as the Audiovisual Media Services Directive, the EMFA, the Digital Services Act, the Regulation on Political Advertising, the E-Commerce Directive, and the Digital Markets Act, among others. It is therefore of utmost importance to ensure that this complex legal framework is applied and enforced smoothly, while ensuring that media sector specific legislation continues to prevail and grant a high level of protection for the general public (i.e. on VSPs). Clear and efficient cooperation among relevant authorities – competent for the various frameworks and procedures – must be ensured in order to allow a free, pluralistic and safe media environment, online and offline.

### ◆ PILLAR 2.2: Develop and provide new broad media-related expertise

The Media Board will offer its expertise and guidance to the European Commission, with the aim of developing a coherent or common approach to the media regulatory framework as applied and enforced by the NRAs. New expertise will be developed especially in areas covered by EMFA, which until now were not regulated at EU level or for which EMFA has granted new competencies to the Media Board and/or its members, such as foreign interference, content of media service providers on very large online platforms, media market concentrations, national measures affecting media service providers. Assistance to the Commission will be provided where it decides to issue guidelines on key issues such as audience measurement, transparency of media ownership, and prominence of audiovisual services of general interest.

### ◆ PILLAR 2.3: Foster regulatory convergence for the promotion of the EU dimension to media regulation

Developing regulatory convergence and coherence, while taking into account national approaches going beyond EU-wide rules, through the best practice sharing and peer review – especially on audiovisual issues in continuity with the work previously undertaken by ERGA – will help the Media Board foster the proper implementation of EU legislation. Additionally, the Media Board will contribute to creating a European dimension and coherent approach to media regulation especially through its opinions on various EMFA-related matters.

### ◆ PILLAR 2.4: Contribute to the legislative debate

In case new EU legislation is considered, the Media Board will engage in European legislative debates by providing its expertise resulting from its experience in enforcing and implementing the regulatory framework, as needed to ensure that new media-related regulations are evidence-based, relevant, operational and future-proof. This will be of particular importance in the context of an eventual revision of the AVMSD. The Media Board will contribute to convey the European perspective at the international level.

## 2. "MEDIA REGULATORS"

Providing expertise and guidance for a convergent European regulatory approach

### 3. “MEDIA MARKETS”

Ensuring an effectively functioning internal media market in a constantly evolving environment

#### ◆ **PILLAR 3.1: Foster a level playing field among players, including online**

The Media Board will support efforts to foster the establishment of fair conditions between the various players and media subsectors in the broad media market. This might include, among other, ensuring the effective prominence of content of general interest and European works. The Media Board will also follow with interest the upcoming update of the consumer protection framework, especially when it comes to vloggers and influencers. Due consideration will be given to the specificities of the press sector, and the role of online platforms in the media ecosystem will be carefully considered, in particular the extent to which the rules in the online environment of the media sector can reflect the existing rules in the offline environment. More generally, the effective implementation of the media-related obligations by all relevant players will be fostered.

#### ◆ **PILLAR 3.2: Streamline the cross-border enforcement of media regulation**

The Media Board recognises the need to ensure a well-functioning internal media market, which can only be achieved through effective cross-border enforcement of media regulation. Therefore, the Media Board will strive to ensure proper cooperation and application of media rules in a cross-border context for both media services and content, whether offline or online. This objective will be pursued notably through the new rules on regulatory cooperation introduced by the European Media Freedom Act, complemented by reinforced cooperation between national regulators and the European Commission, as well as with other relevant actors taking part in the law-enforcement in the media and online sphere, including the European Board for Digital Services.

#### ◆ **PILLAR 3.3: Foster the viability of the media sector**

In order to ensure an efficiently functioning internal media market, the economic viability and resilience of the media sector must be taken into consideration and safeguarded. The Media Board will seek to promote competitiveness within the media ecosystem. Among other efforts, the Media Board will contribute to preventing unjustified obstacles or disproportionate national regulatory or administrative measures that could affect media pluralism or editorial independence of media service providers in the internal market. Additionally, it will apply a balanced approach to media concentrations, considering both the impact on pluralism and editorial independence and the economic viability of the companies involved. Moreover, as advertising revenues are crucial for the media service providers, the Media Board will take into consideration the economic viability of the media sectors, including in light of audience measurement obligations as per EMFA.

Aware of the constantly evolving environment in which it operates, the Media Board will monitor the developments in the media sector both proactively and through regular input from stakeholders directly involved in these changes as well as the academia analysing these evolutions. Particular consideration will be given to the impact of the digitisation on the media sector, the role of online platforms in the accessibility and findability of the media offer and contents, the impact of the artificial intelligence on the media sector, as well as the evolution of the advertising market with repercussions on media financing.

The protection of European citizens from illegal and harmful content, including online, and their empowerment in their daily use of media services and video-sharing platforms is of utmost importance to the Media Board and its members. The related priorities of the Media Board may vary according to emerging issues but shall cover at least the themes below.

#### ◆ **PILLAR 4.1: Ensure a high level of protection for minors**

The Media Board and its members will make the protection of minors a prominent priority topic in order to ensure a safe environment for minors, both in the traditional audiovisual environment and in the digital world. The Media Board members will continue providing the European Commission with their longstanding expertise and experience in that matter.

#### ◆ **PILLAR 4.2: Protect European citizens from foreign interference and disinformation**

The Media Board will contribute to ensure European citizens are properly equipped against information manipulation and disinformation. This shall be fostered among others through the promotion of trusted media sources, such as services of general interest, which shall then contribute to the shaping of informed opinions and effective participation in the social and democratic debate. The Media Board members will also reinforce their cooperation regarding attempts of destabilization and risks to public security by media service providers originating from outside the EU, pursuant to EMFA.

#### ◆ **PILLAR 4.3: Empowering media audiences to navigate in the modern information society**

Media and information literacy promoted by the Media Board should equip citizens with the relevant tools and skills regarding the consumption of media content in an increasingly complex and challenging media environment. This should be further reinforced and widely spread through measures fostering media accessibility.

#### ◆ **PILLAR 4.4: Promote responsible commercial communications, including vloggers’ marketing**

While acknowledging the importance of advertising as a key source of revenue for the media sector, the Media Board will promote a relevant and future-proof regulatory framework for commercial communications in order to ensure EU media audiences are properly protected from inappropriate marketing techniques. Special consideration will be given to opportunities and challenges posed by vloggers / influencers and regulation applicable to their activities.

### 4. “PEOPLE & CITIZENS”

Ensuring European citizens are properly protected and empowered in the informational space