MEDIA BOARD
European Board for Media Services

Minutes of the 3rd Plenary meeting, 30 June 2025

10:30 – 16:00 (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 (CNMC) welcomed the Board members and observers to the third plenary meeting of the European Board for Media Services (the "Media Board"). Two additional points were added to the agenda under AOB, one of which was later addressed under agenda item 6. The agenda was then adopted.

2. Update from the Media Board Chair

The Chair updated members and observers on recent work of the Board, including adoption of its first deliverables, for example contributions to public consultations on the European Democracy Shield and Art. 28 DSA Guidelines launched by the European Commission (EC). The Chair debriefed on recent external and internal meetings.

3. Update from the European Commission

The European Commission representative provided an update on the Commission's current priorities on media-related files, including implementation of the European Media Freedom Act and preparation for the review of the Audio-Visual Media Services Directive.

4. Outline of 2026 Work Programme

The incoming Media Board Chair (CvdM) thanked the current Chair for their extensive work and shared their priorities for next year. A consultation, with stakeholders and Members will take place in July on the strategic goals in the multiannual strategy.

5. Working Group 6: Internal and external cooperation

The Chair of Working Group 6 (CnaM) presented the group's progress under its various workstreams, including ongoing work on the facilitation of cross-border cooperation pursuant to Art. 14 and Art. 15 EMFA, the development of criteria for national regulators or bodies to use when taking measures to restrict the dissemination of services from outside the EU pursuant to Art. 17 EMFA, as well as developments relating to the consultation mechanism envisaged by Art. 12 EMFA and the methods of external cooperation of the Media Board.

The internal draft mapping report on current criteria, conditions and national regulatory authorities' practices established in national law on the implementation of Art. 17 EMFA was adopted.

6. Working Group 5: Integrity of the information space

The Chair of Working Group 5 (CMS) debriefed on the ongoing workstreams of WG5; the European Democracy Shield and cooperation on disinformation, prominence of services of general economic interest, media and information literacy, and following implementation of the Transparency and Targeting of Political Advertising Regulation.

Members of the Media Board voted to adopt for publication the Board's input to the Commission's call for evidence on the guidelines on the implementation of the TTPA Regulation.

7. Working Group 2: EMFA pluralism and media markets

The Chair of Working Group 2 (ARCOM) presented the groups ongoing work on the implementation of EMFA provisions on national measures and media market concentrations. ARCOM shared the main takeaways from a workshop on media ownership databases held on 3 June. The members accepted the ARCOM's proposal to postpone work on the operational guidelines (workstream 3) until next year.

8. Working Group 1: Audiovisual media matters

The Chair of Working Group 1 (CSA) updated the members on progress under the groups various workstreams, including a workshop organised on European works, developments on protection of minors, Vloggers/influencers/content creators, as well as other aspects of the AVMSD. In cooperation with Working Group 4, Working Group 1 prepared the Board's submission to the Commission's consultation on the Digital Services Act Art. 28 guidelines, available in the Media Board website.

9. Working Group 4: Evolution of the Regulatory Framework

The Chair of Working Group 4 (DLM) presented the results of a questionnaire shared with members on the AVMSD and debriefed members on a working session held between national regulatory authorities and the European Commission to explore the interaction between the interaction between the AVMSD and the Digital Services Act.

10. Working Group 3: Media business environment

The Chair of Working Group 3 (AGCOM) presented activities under three workstreams; audience measurement, media privilege and structured dialogue, and customisation of media offer. For the latter, a joint workshop will be organised with Working Group 5 in late September.

11. External representation

The Chair of the Board shared with members the measures planned to increase transparency and inclusiveness as regards the flow of information. The floor was then opened for members to debrief on external engagements on behalf of the Media Board. Members reported on the Board's representation at the European Board for Digital Services, the Digital Markets Act's High-Level Group on artificial intelligence, and the Task force on the Code of Conduct on Disinformation.

12. Communications Group

The Media Board Chair updated the group on ongoing work on the adoption of the new visual identity of the Board and on the Board's website.

13. Update from EPRA

The newly elected Chair of EPRA presented an update on EPRA's new executive board, membership as well as recent and upcoming activities.

14. AOB

The Chairman of KRRiT intervened to explain the ongoing situation of the NRA in Poland.