

RULES OF PROCEDURE OF THE EUROPEAN BOARD FOR MEDIA SERVICES

THE EUROPEAN BOARD FOR MEDIA SERVICES (hereafter ‘the Media Board’),

Having regard to Directive 2010/13/EU on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) in view of changing market realities (hereinafter ‘the AVMS Directive’ or ‘the AVMSD’), as amended by Directive (EU) 2018/1808 of the European Parliament and of the Council of 14 November 2018,

Having regard to Regulation (EU) 2024/1083 of the European Parliament and of the Council of 11 April 2024 establishing a common framework for media services in the internal market and amending Directive 2010/13/EU (hereinafter ‘EMFA’), in particular its Article 10(8),

HAS ADOPTED THE FOLLOWING RULES OF PROCEDURE:

PART 1: Governance structures

Article 1

Membership

1. The Media Board shall be composed of representatives of national regulatory authorities or bodies (hereafter the ‘NRAs’) of Member States.
2. Each NRA as defined in paragraph 1 shall have one vote.
3. National regulatory authorities or bodies shall be represented in the Board by their heads or other high-level/ranked representatives, duly nominated. An alternate of each representative shall also be appointed. Alternates shall be fully empowered to exercise the NRA’s rights in the Media Board. The names of NRAs’ representatives and their alternates shall be communicated to the Secretariat.
4. Where a Member State has more than one NRA, those NRAs coordinate with each other as necessary and appoint a joint representative. The joint representative shall exercise the right to vote.
5. Pursuant to Article 10(6) of EMFA, the Commission shall participate in the deliberations of the Media Board such as all meetings of the Media Board, including Plenary, Contact Network, Steering Group and Working Groups meetings, without voting rights. The Commission shall designate its representative and his/her alternate to the Media Board.

The Commission shall, whenever possible, regularly share information on its policies relevant to the activities of the Media Board.

Article 2

Permanent observers and experts

1. The Media Board may invite permanent observers to attend its meetings, in agreement with the Commission, in accordance with Article 10(7) of EMFA.

2. The status of permanent observers shall be granted to national regulatory authorities or bodies, in particular from candidate countries.
3. Each national regulatory authority or body appointed as permanent observer shall nominate respectively one representative and one alternate.
4. Permanent observers may be permitted by the Chair to take part in the discussions of the Media Board and provide expertise. However, they shall not have voting rights and shall not participate in the formulation of the deliverables of the Media Board.
5. The Media Board may invite representatives of the European Platform of Regulatory Authorities and the European Audiovisual Observatory to take part in certain meetings after having consulted the European Commission. They shall not participate in the voting sessions nor in the formulation of the deliverables of the Media Board.
6. The Media Board may invite external experts to attend its meetings, on a case-by-case basis to inform the Media Board in their field of expertise. They shall not participate in the discussions, voting sessions nor in the formulation of the deliverables of the Media Board.

Article 3

Chair and Vice-chair of the Media Board

1. The Media Board shall be represented by its Chair.
2. The Chair shall fulfil notably the following tasks:
 - a. Represent the Media Board in external settings;
 - b. Lead the work of the Plenary and of the Steering Group, and convene their respective meetings;
 - c. Draft the agenda of the Contact Network and Plenary meetings;
 - d. Provide periodic updates to the Media Board members, in particular on the latest activities of the Steering Group and the external representation;
 - e. Manage the relationship with the Secretariat;
 - f. Keep the European Commission informed about the activities of the Media Board, as described in Article 29(5);
 - g. When invited to do so, present the annual report to the European Parliament, pursuant to Article 13(1) of EMFA.
3. The Vice-Chair shall support the Chair for the fulfilment of its tasks. In case of an unavailability of the Chair, the Vice-Chair shall substitute the Chair.

The Vice-Chair as the incoming Chair, during the year preceding its chairmanship, shall be responsible for the preparation of the draft annual work programme for the following year, with the support of the current Steering Group. If the Chair intends to run for re-election as foreseen in Article 5(1) of these Rules of procedure, he/she shall be responsible for the preparation of the draft annual work programme as the incoming Chair.

Article 4

Steering Group

1. The Media Board shall set up a Steering Group to support the Chair and the Vice-Chair.
2. The Steering Group shall be composed of the Media Board Chair and Vice-chair, the chairs of the Working groups as well as three ‘other elected members’.
3. The members of the Steering Group, particularly the ‘other elected members’, shall be assigned defined tasks, according to their respective competencies, capacities and resources, in order to ensure an active and effective involvement and contribution of all the Steering Group members.
4. Meetings of the Steering Group shall be convened by the Chair. At the request of at least three Steering Group members, the Chair shall convene a meeting.
5. The Steering Group activity shall consist notably of the following tasks:
 - a. Support the Chair in the performance of his/her institutional duties;
 - b. Support the Chair when engaging with the European Commission regarding the relationship, tasks and instructions for the Secretariat of the Media Board as per Article 11(2) of EMFA;
 - c. Foster strategic debates and propose guidance on strategic areas for the activity of the Media Board;
 - d. Support the incoming Chair in the preparation of the draft annual Work Programme;
 - e. Provide strategic guidance to the Working Groups’ chairs for the achievement of their mandates;
 - f. Provide high-level guidance on requests from the European Commission regarding inter alia opinions and guidelines, as well as requests from market players and stakeholders pursuant to Article 13 of EMFA;
 - g. Assist the Chair in carrying out external representation and relations with the main stakeholders; Upon mandate of the Plenary, carry out relations with other bodies and regulators from third countries, pursuant to Article 24 of these Rules of procedure.
6. In order to foster the transparency and accountability of the Steering Group, the Chair with the support of the Secretariat shall keep the Media Board membership duly informed about activities of the Steering Group, in the terms foreseen in Articles 20 and 29 of these Rules of procedure.
7. The Commission representative shall participate in the meetings of the Steering Group. Upon invitation from the Chair, other Media Board members may attend Steering Group meetings.

Article 5

Election and term of office of the Chair, Vice-Chair and other members of the Steering Group

5.1. Term

1. The members of the Steering group shall be elected for a period of one calendar year from the 1st of January to the 31st of December. The Chair and Vice-Chair may be re-elected for their respective positions once for a maximum of one year.

5.2. Profile and conditions

2. The Chair, Vice-Chair and the ‘other elected members’ shall be elected from among the NRAs composing the Media Board and shall be represented at high-level. Working groups shall be chaired by representatives from NRAs having the power to take positions on behalf of their NRA. When deemed necessary, each Working group may have a vice-chair who shall be elected under the same conditions as the Working group chair.
3. In order to apply for the Chair position, a Media Board member should in principle first serve at least one year as Vice-chair of the Media Board. The Vice-Chair is considered as the incoming Chair during the year preceding its election as Chair.
4. The members of the Steering Group, except for the Working Group chairs, may sit on the Steering Group for a maximum of 3 consecutive years, unless no other NRA is a candidate. For the Chair and Vice-Chair, this limitation might go up to 5 consecutive years if it has been elected as an ‘other elected member’ either before its (vice) chairmanship or after it.

An NRA may chair the same Working Group for a maximum of 3 consecutive years, unless there are no other candidacies with the necessary support from the Plenary.

5.3. Candidacies

5. Candidacies for the Chair, the Vice-Chair and the other members of the Steering Group shall be submitted to the secretariat no later than seven days before the second ordinary Plenary of the year following an open and transparent call for interest.
6. In the case foreseen under the second sentence of the first paragraph of this article, the Chair and Vice-Chair must submit their intention to be re-elected to the secretariat and inform the Media Board members no later than at the plenary meeting at the end of the first semester.
7. Candidates for the Steering Group shall be supported by at least two other Media Board members.
8. The Chair, Vice-Chair and three ‘other elected members’ shall not simultaneously hold the position of Working Group chair. In exceptional cases, where it proves impossible to respect this principle, the same NRA may be allowed to sit on the Steering Group as Chair, Vice-Chair or as an ‘other elected member’ through a high-level representative and chair a Working Group through another representative.
9. The secretariat shall circulate the list of candidates for the Steering Group to the Media Board members.

5.4. Elections

10. The members of the Steering Group shall be elected during the second ordinary Plenary meeting of the year.
11. When casting their votes for the composition of the Steering Group, Media Board members shall endeavour to take into account the principle of geographical balance. The principles of inclusion (at least one member with no prior experience in the Steering Group) and gender balance shall also be taken into account.

5.5. Resignations / permanent incapacity

12. In the event of resignation or permanent incapacity of the representative of a member of the Steering Group, another representative of their respective NRAs may take his/her/their place. In case the NRA resigns from its role as an institution, a new Steering Group member shall be elected from among the Media Board members without undue delay for the remainder of the term of office of the NRA to be replaced.

Article 6

Plenary

1. The Plenary gathers the high-level representatives of the Media Board members as well as the representative of the Commission and permanent observers.
2. The Media Board shall meet in plenary sessions at least twice a year. Ordinary plenary meetings shall take place at least twice a year towards the end of each semester, ideally late June and early December, either fully in-person or in hybrid mode. Other exceptional plenary meetings may be organized, when deemed necessary.
3. Plenary meetings shall be convened by the Chair, either on its own initiative, or at the request of a simple majority of Media Board members. The secretariat provides assistance for the organization of the plenary meetings.
4. The Plenary shall fulfil the following tasks:
 - a. Lead strategic discussions on key issues for the Media Board and provide guidance inter alia to the Work Programme and the Working Groups;
 - b. Review the Working groups' succinct reports of activity;
 - c. Approve the deliverables as well as the Annual report;
 - d. Discuss high-level updates or considerations on the evolution on the media market and media regulation at European Union and Member States level;
 - e. Elect the members of the Steering Group (the Chair, the Vice-chair, the 'other elected members' and the Working group chairs);
 - f. Approve the annual Work Programme and the Terms of Reference of the Working groups.

Article 7

Contact Network

1. The Media Board shall set up a Contact Network gathering representatives of all members and observers, as well as the representative of the Commission, to facilitate coordination of proposals to be considered at a plenary meeting.
2. The Contact Network shall be chaired by a representative of the Chair of the Media Board.
3. The role of the Contact Network shall be:
 - a. To prepare the plenary meetings, including the strategic discussions on the agenda;
 - b. To finalise the preparation of the deliverables to be presented and adopted at the following plenary meeting;
 - c. Ahead of high-level representatives' discussions, to propose strategic focus and considerations with regards inter alia to the Work Programme and the activity of the Working groups;
 - d. To solve, as far as possible, persistent challenges and outstanding differences of opinions between members in advance of the plenary meeting, in case no solution has been found at the technical level in the Working groups;
 - e. To act as a platform for exchange of information and for cooperation.

4. The Contact Network shall convene at least twice a year in a hybrid mode ahead of each plenary meeting.

An additional meeting of the Contact Network shall be organised in early October at the latest to discuss the draft annual Work Programme for the following year.

Additional meetings of the Contact Network may be convened, if necessary.

Article 8

Working groups

1. The Media Board may set up Working groups which shall contribute to deliver on the tasks foreseen in the annual Work Programme pursuant to Article 26.
2. Each Working group shall be chaired by a member of the Media Board, according to the rules defined in Article 5. It may have a vice-Chair, as foreseen in Article 5(2).
3. The Media Board, upon a proposal from the Steering Group, may decide to set up additional Working groups on an ad hoc basis to address specific issues that do not fall within the remit of an existing Working group.
4. The Working groups shall be composed of experts from the members and may include experts from the observers. The Commission shall participate in the Working groups' meetings.
5. Upon invitation of a given Working group chair, external participants may take part in meetings of that Working groups on an ad hoc basis.
6. The chair of the Working group shall be assisted by 'drafters' from among the members of the Working group.
7. Where relevant, specific workstreams within the Working groups may be led by specific workstream leaders to be appointed by the Working group chairs.
8. Each Working group shall deliver quarterly activity reports as an update on the Working group's activities for the members of the Media Board. These activity reports shall be prepared by the secretariat in coordination with the Working groups chairs.
9. The activity of each Working group shall be formulated and planned in Terms of reference adopted by the Media Board. Draft Terms of reference shall be prepared by the elected Working group chair in coordination with the drafters. They shall be prepared at the end of the previous year and adopted by written procedure ideally by 15 January of the year they cover. Once adopted, they shall be made public.

PART 2: Working arrangements

Article 9

Secretariat

1. The Media Board shall be assisted in its activities by a secretariat provided by the Commission and adequately resourced for the performance of its tasks. In this regard, the Media Board shall communicate its needs to the European Commission through its Chair, in particular in relation to the qualifications, expertise and profile of the secretariat's staff for the effective performance of its tasks.

2. The secretariat shall include seconded national experts detached from the NRAs among its staff.
3. Pursuant to Article 11(2) of EMFA, the main task of the secretariat shall be to contribute to the independent execution of the tasks of the Media Board laid down in EMFA and in the AVMSD. The secretariat shall act on the sole instructions of the Media Board regarding its tasks, as set out in Article 13(1) of EMFA.
4. The Chair shall be responsible for the Media Board's relationship with and guidance of the activities of the secretariat, and may entrust the secretariat with certain tasks, in consultation with the Steering Group.

The Working group chairs may also entrust the secretariat with certain administrative and substantive tasks regarding the activities of their respective Working groups, in coordination with the Chair and when necessary to contribute to the implementation of the annual objectives of the Media Board.

5. The Secretariat shall provide substantive, administrative and organisational support to the Media Board and assist it when carrying out its tasks.
6. Among the administrative and organisational tasks, the secretariat shall inter alia:
 - a. Share the agenda and documents of each plenary, Contact Network, Steering Group and Working group meetings. Once the relevant documentation is sent to the secretariat, it shall swiftly circulate it to the Media Board members.
 - b. Draft and distribute the minutes of the Media Board meetings as foreseen in Article 10(8), after coordination with the Chair or Working group chairs, as relevant;
 - c. Manage and update the Media Board's website as well as the internal IT system supporting the activity of the Media Board.
 - d. Develop the annual Media Board activity report and contribute to the Working groups' quarterly activity reports, in cooperation with the Chair or Working group chairs, as relevant.
 - e. Contribute, under the leadership of the Chair and with the support of the communications group, to internal and external communication activities pursuant to Article 20.
 - f. Organise the meetings, including assistance for the organisation of external meetings with stakeholders when necessary (as required by the Chair).
 - g. Assist in ensuring compliance by the Media Board with data protection regulation (EU) 2018/1725.
7. When requested by the Chair or a Working-group chair, the secretariat shall provide substantive support to the Media Board to ensure compliance with its legal duties and to contribute to the implementation of its Work Programme, in particular:
 - a. Assisting in the implementation of the Work Programme, and the activities of the Working groups, including for instance by:
 - i. carrying out information-gathering activities,
 - ii. drafting mappings on legislative and non-legislative tasks, and
 - iii. developing briefings and background papers on relevant academic literature;
 - b. Providing support for the preparation of opinions as described in Article 19, in particular for administrative tasks and support with translations of documents and evidence;

- c. Assisting the Media Board to strengthen its knowledge on the media regulatory framework by providing reports and disseminating information on media related topics.

Article 10

Meetings

1. Meetings of the plenary and of the Contact Network shall be convened by the Chair, either on its own initiative, or at the request of a simple majority of members.
2. Meetings of the Working groups shall be convened by the respective Working group chairs, according to the plan set out in the Terms of reference of the Working groups. Additional meetings may be convened, where relevant, at the initiative of the Working group chairs.
3. Members shall make sure that their delegations for all types of meetings do not normally exceed the number of three people in person, and six in total (remotely and in person).
4. The Contact Network meeting shall be held no later than 21 days before the plenary meeting.
5. The quorum necessary for Plenary and Contact Network meetings shall be achieved when at least two thirds of all voting members are present or represented by proxy. The written proxy shall be submitted to the Chair or the Working group chair at the latest at the beginning of the meeting and shall be recorded in the minutes.
6. At each meeting, the secretariat shall draw up, under the responsibility of the Chair or of the Working group chair, a detailed attendance list.
7. Minutes of the discussion on each point on the agenda and of the main positions expressed delivered by the Media Board shall be drafted after every Plenary, Contact Network, and Steering Group meeting by the secretariat under the responsibility of the Chair. Synthetic minutes of Working group meetings shall be drafted by the secretariat only when needed and requested by the Working group chair. The secretariat shall distribute the draft minutes of a meeting within 7 calendar days after the meeting. For Plenary and Contact Network meetings, participants shall have the possibility to comment no later than 7 working days after receiving the draft minutes. The secretariat shall then distribute the final draft minutes within 7 calendar days. The deadlines mentioned in the paragraph may be exceptionally extended under justified reasons by the Chair or the Working group chair, respectively.
8. Joint meetings of the Media Board with other regulators' groups may be convened to discuss matters falling within their respective areas of responsibility.

Article 11

Agenda

1. The invitation to Contact Network and Plenary meetings shall be sent to the Media Board members no later than 30 calendar days ahead of the meeting, unless an urgent meeting or an extraordinary Plenary meeting is convened. The invitation to Working group meetings shall be sent to the Working Group members ideally three weeks ahead of the meeting and in any event no later than two weeks ahead of it. The invitation shall set out the time, location and format of the meeting.
2. The draft agenda of the meetings shall be prepared by the Chair or Working group chair, in liaison with the secretariat, then distributed to the Media Board members no later than 14 calendar days ahead of the meeting.

3. For the Plenary meetings, at the request of at least five Media Board members, the Chair may decide to include, delete or substitute an item of the draft agenda of a Plenary meeting. The Chair shall inform all the Media Board members of these requests.

Permanent observers, invited experts, or other guests participating in a Plenary meeting shall be mentioned in the respective agenda and the discussions points.

4. The draft agenda shall be adopted at the beginning of each meeting. A Media Board member or the Commission's representative may request to add an item to the agenda. The requests shall be voted on separately and accepted if a simple majority of Media Board members so agrees.

Article 12

Documentation to be sent to the Media Board members

1. All relevant documents for the meetings shall be sent to the Media Board members by the secretariat, at the request of the Chair or Working group chair, if possible 14 calendar days ahead of the meeting and in any case no later than 7 calendar days ahead of it.
2. In cases of extraordinary Plenary meetings, the documentation shall be sent no later than 5 calendar days ahead of the meeting.

PART 3: Decision making

Article 13

General principles for the decision making and adoption procedure

1. The decision making and adoption procedures applies to types of acts and tasks set out in Article 16 as well as the issuing of public statements such as press releases, as per Article 21.
2. The Media Board shall take decisions by two thirds majority of its members with voting rights pursuant to Article 10(3) of EMFA.
3. The comments of the Commission's representative on the decisions, if any, shall be made within the same timeframe and by means of the same procedure as those applicable to the Media Board members.
4. All comments raised either in writing or during a Contact Network meeting should be processed as soon as possible – for the written procedure according to the relevant timeframe pursuant to article 14— by the Chair or the Working group chair. In case a comment is not accepted, a short justification should be provided, whenever possible. In the case where there is a need to find a compromise between diverging comments, an additional timeframe of a maximum of 2 working days shall be granted.
5. The Media Board members have the right to get their dissenting opinions and individual views as an annex to the documents adopted by the Media Board.

Article 14

Written procedure

1. Any acts or deliverables of the Media Board may be adopted by written procedure. To this end, the secretariat, by instruction of the Media Board Chair, or a Working group chair in

agreement with the Media Board Chair, shall send to the Media Board members the documents on which they are consulted.

2. The minimum period for comments to be submitted is 14 calendar days.
3. Within the same timeframe and by means of the same procedure, the Commission's representative may send its comments, if any, in accordance with Article 10(6) of EMFA.
4. The Media Board Chair or, if applicable, the Working group chair, with the support of the secretariat, shall process the comments and prepare a final version of the document(s) within a maximum of 7 calendar days after the deadline for submitting comments.
5. The secretariat shall send to the Media Board members the documents to be put to an electronic vote within a timeframe that shall not be inferior to 7 calendar days.
6. Cases of urgency shall be duly explained and justified to the Media Board members when launching a written procedure. In such cases the time-limit for comments may be reduced to a minimum of 2 working days and the time-limit for processing comments and preparing a final version of the documents to 1 working day. The adoption shall occur within the 2 following working days, as a minimum.
7. The secretariat shall inform in detail about the outcome of the vote, including regarding the remarks and reservations made by Media Board members.
8. If a simple majority of Media Board members requests that the proposed document be examined at a Media Board meeting, the written procedure shall be terminated without any outcome and the Media Board Chair shall convene the meeting as soon as possible.
9. The voting phase of the written procedure described in this article applies to the electronic vote procedure to elect the members of the Steering Group provided for in Article 5(13).

Article 15

Conflicts of interests

1. For the purpose of these Rules of procedure, an actual or potential conflict of interests may occur when an NRA or its representative has an institutional, or personal or vested interest in the outcome of the decisions, the meetings or the opinions to be adopted by the Media Board, that may compromise his/her/its independence.
2. Any conflict of interests, of a general or ad hoc nature, shall be disclosed. The NRA, or its representative concerned, shall inform in writing the secretariat, the Chair and, where the matter is dealt with at the Working group level, the relevant Working group chair.

In case where the conflict of interests concerns the Media Board Chair, the information shall be sent to the Steering Group and the secretariat.

The modalities for disclosure of conflict of interests may be specified in guidelines.

The Steering Group shall assess any declared or potential conflict of interest and may propose the Media Board to take a decision to exclude the NRA or its representative from the vote regarding the matter related to the conflict of interests.

3. When a member of the Media Board is the subject of an opinion to be issued by the Media Board (in application of Articles 19-19g), or when such member is the initiator of such an opinion, or otherwise involved in the matter, such member shall, on an exceptional basis, neither participate in the preparation of this opinion, nor take part in the vote.

This shall not prevent this member from being heard during the procedure and from providing any information that may be necessary for the opinion to be issued, as provided for in Article 19(6).

PART 4: Tasks

Article 16

Tasks of the Media Board and types of acts

1. The Media Board shall fulfil the tasks and issue certain types of acts listed in Article 13 of EMFA.
2. For the fulfilment of those tasks, the Media Board shall adopt the following type of acts:
 - a. A Statement of Purpose;
 - b. A Multiannual Strategy every three years from the Media Board's creation;
 - c. An annual Work Programme every year pursuant to Article 26;
 - d. Public statements as per Article 21 of these Rules of procedure
3. Where relevant, to perform its tasks, the Media Board may issue consultation documents to collect information from relevant market participants, academia and the civil society.

Article 17

Structured cooperation

1. Requests for cooperation, whether they are requests for information (hereinafter “request for information” – “RFI”) or for mutual assistance (hereinafter “request for assistance” – “RFA”), shall be submitted according to Article 14 of EMFA and shall contain all the necessary information related to it, including the purpose of and reasons for the request.

For RFIs the request should specify why the gathering of specific information is needed to exercise the powers as an NRA.

2. In the case of RFIs to multiple NRAs and survey requests used for gathering general information or best practices, the requesting NRA shall circulate to all NRAs the results of the findings and, as appropriate, the answers provided after completion of the request.

Upon receiving the request, the requested authority shall provide confirmation to the requesting authority that its request has been received and is being processed, without prejudice to the outcome of that process.

The requested authority shall acknowledge the request for cooperation by electronic means at the latest on the next working day or in the case of accelerated procedure on the same working day. By way of exception the acknowledgement of receipt is not required in case of RFIs that are aimed at all the NRAs or surveys specified above.

3. The requested authority may refuse to address a request for cooperation in the cases provided for in Article 14(3) of EMFA.

In case of a refusal to address a request, the requested authority shall, without undue delay provide the reasons for any refusal and in case of lack of competence (as per Article 14(3) point a of EMFA), indicate the competent authority. If necessary for facilitating the communication and resolving the case, the requested authority shall be kept in copy of the communication.

4. The requested authority shall do its utmost to address and reply to a request without undue delay, and regularly update the requesting authority on the progress made in executing the request, as provided for in article 14(4) of EMFA.
5. When a matter is referred to the Media Board pursuant to Article 14(5) of EMFA, the Media Board shall issue, in consultation with the Commission, an opinion, including recommended actions, within the timelines established herein. The authorities concerned shall do their utmost to take into account the opinion of the Media Board.

Prior to referring the matter to the Media Board for an opinion, either the requesting or requested authority may refer the case to the Media Board for informal mediation, with a view to try to find an amicable solution.

Where a requesting authority invokes the application of Article 14(6) of EMFA and requests to provide accelerated cooperation, the request shall be in line with paragraph 1 of this article and shall specify why the requesting authority considers that there is a serious and grave risk of limitation of the freedom to provide or receive media services in the internal market or a serious and grave risk of prejudice to public security. The specification shall be done by reference to objective criteria, such as severity, immediacy or scale of harm that might be caused, or is being caused, due to a failure to resolve the matter at hand.

When processing requests for accelerated cooperation, the requested authority shall:

- a. Do its utmost to progress with the request substantively and inform the requesting NRA on the outcomes within the 14 calendar days time limit mentioned in Article 14(6) of EMFA;
 - b. Make a representative or representatives available to provide timely updates on the progression of the request to the requesting authority;
 - c. Respond on the same working day to any queries received by the requesting authority in respect of the request, and
 - d. Facilitate contact on the matters through phone or video conference, where that would assist the requesting authority.
6. The modalities on the procedure for structured cooperation and the system of single points of contact may be specified in additional guidelines.

Article 18

Requests for enforcement of obligations imposed on video-sharing platform providers

1. Requests for enforcement of the obligations imposed on video-sharing platform providers under Article 28b(1), (2) and (3) of the AVMS Directive are addressed and processed according to the provisions of Article 15 of EMFA.
2. The requested authority shall, without undue delay and within 30 calendar days, inform the requesting authority of the actions it has taken or plans to take, or about the reasons for which actions were not taken, pursuant to a request for enforcement under paragraph 1.
3. The parties involved shall select by mutual consent a mediator from the pool prepared by the Media Board and work all together constructively to resolve the matter.

A report on the outcomes of the mediation shall be prepared by the mediator in consultation with both participants and made available to the Media Board.

Where no amicable solution is found following the mediation by the Media Board, either party may request the Media Board to issue an opinion on the matter. The Media Board shall assess the matter, as provided for in Article 15(3) of EMFA and in Article 19b of these Rules of procedure, and shall recommend actions to address the request. The Media Board shall issue its opinion, in consultation with the Commission, without undue delay.

4. Following the receipt of an opinion as referred to in Article 15(3) of EMFA, the requested authority shall, without undue delay and within 30 calendar days, inform the Media Board, the Commission and the requesting authority of the actions taken or planned to be taken in relation to the opinion.

Article 19

Horizontal rules for opinions issued by the Media Board

1. The preparation of the opinions to be drawn up pursuant to Article 13 (1) (c to h) of EMFA shall be coordinated by the relevant Working group concerned by the subject matter of the said opinion.
2. The Working group chair shall set up an ad hoc expert group responsible for developing the opinion. It shall be composed of ideally 5 volunteers identified through a call for interest. In accordance with Article 15(3), the NRA(s) concerned by the opinion (as either subject of the opinion or party in the matter) shall not appoint experts to the ad-hoc expert group.

The ad hoc expert group shall be disbanded as soon as the opinion is delivered or abandoned.

The secretariat shall be responsible for keeping the expert lists up to date and, where possible, for the translation of the relevant documents shared with the ad hoc expert group by the NRAs or other parties involved in the matter, as foreseen in Article 9(8)(b.).

3. The parties requesting the Media Board to issue an opinion shall provide all the necessary evidence on the matter, accompanied wherever possible by translations of the documents provided. All this evidence shall be treated confidentially pursuant to Article 30, and used by the ad hoc expert group only for the purpose of the opinion.
4. The ad hoc expert group members shall ensure that the draft opinion:
 - a. Provides for a factual description of the issues at stake;
 - b. Takes into consideration any relevant documents shared with the members of the ad hoc expert group by the NRAs of the Member State involved in the matter or by the NRAs of the Member States concerned;
 - c. Is submitted to the Media Board members within the required timeframe, in accordance with Articles 19a to 19g.
5. When one or several NRAs are directly concerned by an opinion to be issued by the Media Board, it/they shall neither take part in its drafting (as mentioned in paragraph 2), nor in the adoption procedure. However, they shall be heard during the opinion procedure.
6. Involved parties shall be heard by the ad hoc expert group. In addition, relevant stakeholders shall be consulted for opinions, by the ad hoc expert group in consultation with the Working group chair and the Steering Group, regarding matters going beyond the audiovisual sector pursuant to Article 12 of EMFA and Article 22 of these Rules of procedure. In addition, when the ad hoc expert group – in consultation with the Working group chair – deems it relevant, relevant experts may be consulted during the opinion procedure, including at national level.

7. Once a first draft is finalised by the ad hoc expert group, it shall be submitted to comments through the urgent written procedure foreseen in Article 14(6).

Based on the comments received, a second draft shall be prepared by the ad hoc expert group and submitted to adoption by the Media Board as per the vote phase of the urgent written procedure foreseen in Article 14(6) of these Rules of procedure.

8. Should the draft opinion not be adopted in the first place, the ad hoc expert group may amend the document before a new vote takes place.
9. Should the draft opinion not be adopted after amendments, a new ad hoc expert group shall be nominated by the Chair and Vice-chair assisted by the Steering Group. The appointment of the new members of the ad hoc expert group shall be conducted on a transparent basis in line with paragraph 3 of this article.

Article 19a

Opinions of the Media Board related to the AVMSD

1. The Media Board shall draw up an opinion when requested by the Commission, on the technical and factual issues that arise with regards to Article 2(5c), Article 3(2) and (3), Article 4(4), point (c), and Article 28a(7) of the AVMS Directive. The Media Board shall provide such an opinion within 15 working days from the submission of the Commission's request related to articles 2(5c) and 28a(7).
2. For opinions related to Articles 3(2) and (3) and article 4(4, point c) of AVMSD, the time limits for the delivery of the opinion will be set by the Commission.

Article 19b

Opinions of the Media Board regarding the cooperation between members

1. The Media Board shall draw up an opinion in consultation with the European Commission with respect to requests for cooperation between NRAs or bodies in accordance with Article 14(5) of EMFA, and to requests for enforcement measures in the event of disagreement between the requesting NRA and the requested NRA, including recommended actions, pursuant to Article 15(3) of EMFA.
2. Without prejudice to the rules set out in Article 19 of these Rules of procedure, the opinions pursuant to Article 14(5) of EMFA shall:
 - a. Be prepared upon the request from the NRA who referred the matter to the Media Board in case of disagreement between the parties regarding the request for cooperation;
 - b. Provide for recommended actions;
 - c. Be adopted within 21 working days after having consulted the European Commission.
3. Without prejudice to the rules set out in Article 19 of these Rules of procedure, the opinions pursuant to Article 15(3) of EMFA shall:
 - a. Be prepared in case of lack of amicable solution following the mediation by the Media Board regarding the requests for enforcement of obligations of video-sharing platform providers;

- b. Provide for an assessment on whether the request for enforcement has been sufficiently addressed by the requested authority, and if not also contain recommended actions to address the request;
 - c. Be submitted to the Media Board members as a draft;
 - d. Be submitted for consultation of the European Commission;
 - e. Be issued without undue delay.
4. When consultation with the European Commission is foreseen under this Article, the Commission shall be consulted on the draft of each opinion as submitted to the Media Board. The Commission shall respond within a reasonable time period, taking into account the time needed for analysis and internal consultation and decision-making processes.

Article 19c

Opinions of the Media Board related to media services from outside the Union

1. The Media Board may draw up an opinion with respect to the coordination of appropriate national measures concerning media services from outside the Union, in accordance with Article 17(2) of EMFA.
2. Without prejudice to the rules set out in Article 19 of these Rules of procedure, the opinions pursuant to Article 17(2) of EMFA:
 - a. Shall be issued following the request of NRAs from at least two Member States to coordinate national measures, in case the mere coordination of measures might not be sufficient.

In that case, the relevant Working group chair shall set up an ad hoc expert group, which shall assess the matter and prepare an opinion, in coordination with the Working group chair.
 - b. Should be prepared on the basis of evidence regarding the services concerned and made available to the ad hoc expert group by the NRAs concerned by these services in their request for the coordination of measures. This request should contain all the relevant information, including – where available – the original decision of the NRA of a country of destination accompanied, where possible, by a translation to a commonly agreed language, as well as the necessary evidence such as recordings or transcripts;
 - c. Should confirm whether there is substantiated evidence that the audiovisual media service is prejudicing or presenting a serious and grave risk of prejudice to public security and specify whether this prejudice or risk of prejudice concerns several Member States or the Union;
 - d. Should identify appropriate measures by NRAs taking into account the set of criteria developed by the Media Board pursuant to Article 17(4) of EMFA;
 - e. Shall be consulted with the European Commission. The Commission shall respond within a reasonable time period, taking into account the time needed for analysis and internal consultation and decision-making processes.

Article 19d

Opinions of the Media Board related to the treatment of media content on very large online platforms

1. The Media Board shall draw up an opinion on the outcome of the dialogue between a media service provider and the provider of a very large online platform as per Article 18(6) of EMFA.
2. Without prejudice to the rules set out in Article 19 of these Rules of procedure, the opinions pursuant to Article 18(6) of EMFA shall:
 - a. Be issued at the request of a media service provider after a dialogue engaged with a provider of a very large online platform in view of finding an amicable solution for terminating unjustified restrictions or suspensions and avoiding them in the future;
 - b. Take into account the outcome and details of the dialogue notified by the media service provider;
 - c. Where relevant, provide for recommended actions for the provider of very large online platform;
3. The Media Board shall inform the European Commission of its opinion.
4. The Media Board shall notify its opinion to the media service provider who requested it and to the provider of a very large online platform concerned.

Article 19e

Opinions of the Media Board related to national measures affecting media service providers

1. The Media Board shall draw up an opinion with respect to regulatory or administrative measures liable to affect media pluralism and editorial independence, which are likely to significantly affect the operation of media service providers in the internal market for media services, pursuant to Article 21(4) of EMFA.
2. Without prejudice to rules set out in Article 19 of these Rules of procedure, the opinions pursuant to Article 21(4) of EMFA shall:
 - a. Be issued at the own initiative of the Media Board. In that case, the relevant Working group chair shall set up an ad hoc expert group, which shall assess the matter and prepare an opinion, in coordination with the Working group chair;
 - b. Or, be issued at the Commission's requests;
 - c. Or, be issued upon a request of a media service provider, provided that the request is duly justified and reasoned and that the media service provider is individually and directly affected by a regulatory or administrative measure.

To this end, upon reception of the request, the relevant Working group chair shall set up an ad hoc expert group to verify if the request is complete, including whether the request contains the following elements:

- i. reasons for which it considers that the contested measure or measures significantly affect its operation in the internal market,
- ii. reasons for which it considers that such measure directly and individually affect its legal situation,

- iii. information on whether it has already exhausted all the available national remedies by challenging the contested measures before national courts or other competent national authorities or bodies and the decisions that resulted therefrom,
- iv. the translation of the decision or decisions of national courts or other competent national authorities or bodies regarding the contested national measure;

Based on these elements, the ad hoc expert group, in coordination with the relevant Working group chair, shall assess the matter and prepare the opinion either on the merit or on the inadmissibility of the request. The absence of the elements under points iii. or iv. above shall not constitute grounds for the inadmissibility of the request.

- 3. For the purpose of drawing up the opinion the Media Board may request further information from the NRA concerned pursuant to Article 21(5) of EMFA. The NRA concerned shall provide that information without undue delay by electronic means.
- 4. Once adopted by the Media Board members, the opinion shall be published.

Article 19f

Opinions of the Media Board related to consultations on assessments of media market concentrations

- 1. The Media Board shall draw up opinions on draft assessments or draft opinions of national regulatory authorities or bodies related to media market concentrations, in accordance with Article 22(5) of EMFA.
- 2. Without prejudice to the rules set out in Article 19 of these Rules of procedure:
 - a. The ad hoc expert group preparing the opinion shall be, whenever possible, composed of members with relevant expertise, for instance one economist and one legal expert;
 - b. The experts shall refrain from any unauthorised disclosure of information received in the line of duty, unless that information has already been made public or is accessible to the public, even after the notification procedure has been closed;
- 3. Without prejudice to the rules set out in Article 19 of these Rules of procedure, the opinions pursuant to Article 22(5) of EMFA shall:
 - a. Provide for an analysis of the draft assessment or the draft opinion of the NRA concerned and subject to the Media Board's consultation as foreseen by article 22(4) of EMFA;
 - b. Take into consideration the elements foreseen in Article 22(2) of EMFA;
 - c. Be adopted within a total of 15 working days by the Media Board.
- 4. Once adopted by the Media Board members, the Media Board shall transmit the opinion to the NRA concerned, and the European Commission.
- 5. Pursuant to Article 22(6) of EMFA, where the NRA does not follow the opinion, fully or partially, it shall provide the Media Board and the Commission with reasoned justification explaining its position within 5 working days following the adoption of the assessment or opinion of the NRA.

Article 19g

Opinions of the Media Board under article 23(1) of EMFA

1. In the absence of an assessment or a consultation pursuant to Article 22 of EMFA, on the Media Board's initiative or at the request of the Commission, the Media Board shall draw up an opinion on the impact of a media market concentration on media pluralism and editorial independence, where that media market concentration is likely to affect the functioning of the internal market for media services.

The Media Board may bring such media market concentrations to the attention of the Commission.

2. Without prejudice to the rules set out in Article 19 of these Rules of procedure, the opinions pursuant to Article 23(1) of EMFA shall:
 - a. Except for the requests from the Commission, be preceded by an assessment by the ad hoc expert group set up by the relevant Working group chair of whether the concentration operation at stake is indeed likely to affect the functioning of the internal market for media services. If the result of the assessment is positive, the ad hoc expert group, in coordination with the relevant Working group chair, shall prepare the opinion.
 - b. Take into consideration the elements foreseen in Article 22(2) of EMFA;
3. The Media Board shall enter into a dialogue with the concerned NRA in order to understand the reasons of an absence of an assessment or consultation of the market concentration at national level and may request that the concerned NRA shares the information available to it in that regard.
4. Once adopted by the Media Board members, the Media Board shall make its opinion publicly available in line with Article 23(3) of EMFA.

PART 5: Communication and external relations

Article 20

Communication

1. The Media Board shall adopt a twofold communication strategy:
 - a. An external communication to enhance the effectiveness and visibility of its work, and;
 - b. An internal communication to enhance the transparency of its internal functioning.

The strategy shall be outlined by the Communication Group under the orientation of the Steering Group.
2. The Communication Group, shall notably fulfil the following tasks, supported by the secretariat:
 - a. To prepare press releases;
 - b. To develop the visual identity of the Media Board;
 - c. To define its external and internal communication needs;
 - d. To provide input on media outreach activities.

3. For the purposes of internal communication, an information and communication electronic system shall be put in place to support the internal exchanges between the Media Board members, Working groups, Contact Network, the secretariat and the Commission, and to allow the archive of the final versions of the documents adopted and documents relating to cross-border cooperation cases under Articles 14 and 15 of EMFA.
4. The secretariat of the Media Board shall grant access to the information and communication electronic system to the Media Board members, Working groups, Contact Network, Commission and ad hoc expert groups.
5. The Media Board shall have an external website, managed by the secretariat, which shall be available in English. The static parts of the website and the public statements shall also be available in all official languages of the European Union.
6. All the Media Board documents laid out in Article 29(3) shall be published in the external website of the Media Board.
7. The secretariat shall be responsible for the publication of the adopted and finalized documents on the Media Board's website within 1 working day.

Article 21

Public statements

1. The Media Board may adopt public statements, such as press releases. The public statements shall be drafted by the Communication Group, under the orientation of the Chair in consultation with the Steering Group, and in cooperation with the corresponding Working group chair, where relevant.
2. The public statements whose aim is to merely promote the Media Board's existing work shall be drafted by the Communications Group, in close cooperation with the relevant Working group chair leading on the file. The draft public statement shall be sent to the Media Board members for comments to be submitted within a period of no less than 24 hours (one working day).

The comments received during this written procedure shall be processed by the Communications Group, in order to produce the final version of the document.

Where the aim of the public statements is different than merely promoting the Media Board existing work, such acts may be adopted only if the Media Board members express their explicit agreement. In these circumstances, and due to the usually time-sensitive nature of the public statements, their publication shall be preceded by an urgent written procedure.

Article 22

Consultation of stakeholders

1. The Media Board shall consult representatives from the relevant media sectors operating at European Union or national level on matters going beyond the audiovisual media sector pursuant to Article 12 of EMFA, and for audiovisual matters it may consult relevant representatives, in order to gather views and expertise from the stakeholders.
2. When undertaking consultations, the Media Board should take into account the principles of transparency, diversity and fair geographical representation. The Media Board shall consult the relevant stakeholders when developing its Multiannual Strategy and Annual Work Programmes.

3. When consulting stakeholders, the Media Board may engage with relevant representatives from the media sectors, the civil society and academia, as well as press councils, journalistic associations, trade unions and business associations.
4. Where relevant, the Media Board might launch consultations, targeted written consultations (on specific matters and/or with specific stakeholders), or organize dedicated consultation meetings, either collective or individual, with selected stakeholders relevant to the matter under consideration.
5. When consulting with stakeholders pursuant to Article 12 of EMFA, where possible, in particular where the contributors do not request confidentiality, the Media Board shall make the results of these consultations publicly available.

Article 23

External representation in cooperation fora

1. The Media Board shall nominate representatives to those external fora where the participation of the Media Board is provided for in a Union legislative act or non-legislative act. The nomination shall be institutional for the NRA and not personal.
2. The mandate of the Media Board representatives in external entities should be one calendar year, unless otherwise stated by the forum's own regulations.
3. The nomination process shall adhere to the general principles of transparency, collegiality, expertise, legitimacy, and accountability, while reflecting the diverse and pluralistic nature of the Media Board. Nominated representatives from NRAs shall possess relevant expertise in the subject matter of the representation.
4. The Steering Group shall oversee the nomination process, which includes:
 - a. Consulting members with expertise to define the selection criteria for candidates;
 - b. Making open calls for expressions of interest;
 - c. Selecting candidates based on predetermined criteria, promoting wider participation through rotation and diversity;
 - d. Proposing final nominations that are subject to approval by the Plenary or, in urgent cases, by written procedure.
6. The Media Board representatives shall deliver a coordinated or commonly agreed position on behalf of the Media Board.
7. Media Board representatives shall report on their activities and the positions taken to the appropriate Media Board levels, maintaining accountability and allowing members to examine and discuss their performance.

Article 24

Cooperation with other Union bodies, offices, agencies and expert/advisory groups

The Media Board may consult and cooperate with other Union bodies, offices, agencies, and expert or advisory groups, as appropriate.

This shall not preclude Media Board members individually from consulting and cooperating with Union bodies, offices, agencies, and advisory groups.

PART 6: Strategy and Work Programme

Article 25

Multiannual Strategy

1. The Media Board shall adopt a Multiannual Strategy for a period of three years, which shall present the broad strategic priorities and pillars guiding its activity.
2. The Multiannual Strategy shall serve as a basis for and be further developed in the Annual Work Programmes prepared pursuant to the procedure foreseen in Article 26, in order to ensure its proper and concrete deployment.
3. Once adopted, the Multiannual Strategy shall be made public.

Article 26

Annual Work Programme

1. The incoming Chair shall be responsible for preparing the Annual Work Programme of the Media Board. The Steering Group shall support the incoming Chair in this task.
2. The Annual Work programme shall present the specific priority focus and concrete main workstreams and activities foreseen for the following year with the aim of achieving the goals of the Media Board's priorities set out in the Multiannual Strategy.
3. The first outline of the Annual Work Programme with the preliminary ideas prepared by the incoming Chair shall be presented to and discussed with the Media Board members at the first ordinary biannual Plenary meeting of the year (towards the end of the first semester).
4. Following the views gathered at the Plenary meeting, the incoming Chair shall put forward, together with the Steering Group, a draft Work Programme for discussion among the Media Board members at a dedicated Contact Network meeting in early October as foreseen in Article 7(4).
5. The Work Programme shall be approved no later than 15 November every year, by written procedure according to the provisions set out under Article 14.
6. Once approved, the Annual Work Programme shall be published.

PART 7: Miscellaneous

Article 27

Correspondence

The secretariat shall be the recipient of the external correspondence to be addressed to the attention of the Chair of the Media Board.

Article 28

Access to documents

1. Applications for access to documents held by the Media Board shall be handled in accordance with Regulation (EU) 2018/1725 and detailed rules for its application.

2. In instances where an NRA is required to disclose information obtained through interactions under Articles 17 and 18 of these Rules of procedure pursuant to national legislation, such as laws on freedom of information, the authority receiving the request shall endeavour to inform and consult with any other authorities that may be affected by the disclosure prior to responding to the request.

Article 29

Transparency and accountability

1. The Media Board shall make available to the public in an easily accessible way the relevant adopted documents, without prejudice to the data protection regulation and the confidentiality requirements of the work undertaken.
2. The Media Board shall actively communicate and engage with the relevant civil, institutional and media stakeholders within its field of competence.
3. The Media Board shall publish on its external website:
 - a. The Rules of procedure and subsequent guidelines adopted pursuant to Article 35;
 - b. The Statement of Purpose;
 - c. The Multiannual Strategy;
 - d. The Annual Work Programme;
 - e. Information on the Working groups, including their Terms of reference, composition and leadership (Working groups' Chairs);
 - f. The opinions issued pursuant to Articles 21 and 23 of EMFA;
 - g. Other opinions, unless a non-publication is justified by the need to protect a public or private interest as defined in Article 4 of Regulation (EC) n° 1049/2001;
 - h. The relevant reports developed by the Working groups;
 - i. Where possible, the results of the structured dialogue pursuant to Article 19 of EMFA;
 - j. Where possible, the results of the consultations pursuant to Article 12 of EMFA, unless the contributors request confidentiality;
 - k. The Annual Report;
 - l. The summary of the outcomes of the Plenary meetings.
4. The Chair shall be responsible for the Media Board's Annual Report, which shall be developed by the secretariat, with the support of the Working groups' chairs and the Communication Group.
5. The Chair shall keep the Commission informed about the activities of the Media Board pursuant to Article 10(6) of EMFA. It shall do so by ensuring regular updates and, where needed, bilateral meetings between the Chair and the Commission. Also, if invited to do so, the Chair shall present the Annual Report to the European Parliament pursuant to Article 13 (1, p.) of EMFA.
6. The secretariat shall forward the deliverables of the Media Board to the Contact Committee established by Article 29(1) of the AVMS Directive.

7. The Chair shall provide periodic updates to the Media Board members on the latest activities of the Media Board. These reports may include, but are not limited to, external representation and Steering Group activities.
8. The Working group chairs shall be responsible for ensuring an adequate level of communication and involvement of the Working group' members.

Article 30

Confidentiality of deliberations and documents

1. The discussions of the Media Board shall be confidential.
2. All the Media Board's working documents shall be confidential, with the exception provided in article 28(2), and unless stated otherwise.
3. Evidence referred to in Article 19(4) shall be confidential, unless an NRA is obliged by law to disclose information, in which case article 28(2) apply.

Article 31

Protection of personal data

All processing of personal data for the purposes of these rules of procedure shall be in accordance with Regulation (EU) 2018/1725¹.

Article 32

Amendment of the Rules of Procedure

1. The Media Board may amend its Rules of procedure, in consultation with the Commission. Any amendments shall be agreed by consensus or, in absence of consensus, by two thirds majority of the Media Board.
2. One year after the entry into application of EMFA, the Media Board may perform an assessment of its Rules of procedure and, if deemed relevant, amend them pursuant to the procedure set out in paragraph 1.

Article 33

Derogatory and transitional provisions

1. For 2025, as an exception to the procedure and timelines of Article 5, the first Chair and Vice-chair of the Media Board shall be elected at the first plenary of the Media Board.

For that same year, the other members of the Steering Group of the Media Board shall be elected at the Plenary meeting of the Media Board at which these Rules of procedures will be adopted.

¹ Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) N 45/2001 and Decision No 1247/2002/EC.

The candidacies for the positions within the Steering Group for that year shall be identified from among the NRAs, through a transparent procedure carried out by ERGA before the formal establishment of the Media Board in February 2025.

2. As an exception to timelines set out in Articles 25, 26 and 8(9), the Multiannual Strategy for 2025-2027, the Annual Work Programme for 2025 and the Terms of reference of the Working groups for 2025 shall be adopted at the Plenary meeting of the Media Board at which these Rules of procedures will be adopted, based on the draft proposals as prepared by ERGA in 2024 and early 2025.
3. The ERGA Memorandum of understanding shall continue to be applied by the Media Board members until it is superseded by the structured cooperation and requests for enforcement of obligations of video-sharing platform providers, pursuant to Articles 14 and 15 of EMFA respectively, when those articles enter into application on 8 May 2025.

All the records opened or gathered during the period of application of the Memorandum of understanding shall be transferred to the Media Board.

4. Pending the incorporation of EMFA into the EEA Agreement, the national regulatory authorities or bodies of the EEA-EFTA States and the EFTA Surveillance Authority shall attend meetings of the Media Board concerning EMFA as permanent observers.

Article 34

Entry into force

These Rules of procedure shall take effect on the day of their endorsement by the European Board for Media Services.

Article 35

Final provisions

1. These Rules of procedure shall be accompanied by Media Board guidelines, which will provide guidance and further specify the internal functioning of the Media Board.
2. The Media Board guidelines shall be published.