



EXECUTIVE TRAINING SEMINAR

SCHOOL OF TRANSNATIONAL GOVERNANCE

STRATEGIC TOOLS FOR MEDIA REGULATORS IN AN AGE OF ABUNDANCE, CONVERGENCE AND DISINFORMATION

Course Coordinator: **Madeleine de Cock Buning** | School of Transnational Governance, EUI and Utrecht University

Sala del Capitolo

Badia Fiesolana, Via della Badia dei Roccettini 9 - San Domenico di Fiesole (Fiesole, Florence)

11 NOVEMBER 2019

COURSE DESCRIPTION

Media Regulators are confronted with an abundance of new regulatory tasks, technologies and subjects for their oversight. To effectively master the fast-moving developments whilst remaining an effective and authoritative regulator will prove an even greater challenge in the years ahead.

What will be the focus?

This Executive Training Course will provide participants with future proof strategies to effectively tackle the most relevant issues they are confronted with. As Harvard professor Malcom Sparrow has put it: “pick important problems, solve them and tell everyone about it”. During each edition of the Executive Training Course, one specific topic will be highlighted by a famous leader or scholar: this year the focus will be on disinformation, deep fakes, filter bubbles and troll factories from a regulators’ perspective.

How will you learn?

Participants will engage in a Laboratory for Problem Solving, that will provide them with the tools to face their own specific professional challenges in order to take the strategic decisions, that are required.

What are you going to learn?

The topics analyzed will provide a unique opportunity to hone knowledge and upgrade specific skills aimed at:

- Identifying and analyzing the impact of new regulation, technologies and markets on the oversight strategies for media regulators



Co-funded by the
Erasmus+ Programme
of the European Union

- Developing strategies for *scanning, analyzing, assessing and responding to new and overwhelming oversight challenges*
- Participating in a problem-solving oversight Lab and upgrading your knowledge and skills on problem-oriented oversight strategies.
- Building deep understanding of relevant issues surrounding disinformation, deep fakes, filter bubbles and troll factories

Who should attend?

- ERGA Members, Chairs and Board Members
- High-level Executive and Professional Expert Staff of regulatory authorities to the media inside Europe and beyond

PROGRAMME

10 NOVEMBER

19.30 *Networking Dinner* (Restaurant Osteria di Giovanni, Via del Moro 22, 50123 Firenze)

11 NOVEMBER

09.00 - 9.30 Institutional Greetings

9.30 - 10.30 Introduction to the challenges for media regulators in an age of abundance, convergence and disinformation

Madeleine de Cock Buning | School of Transnational Governance, EUI and Utrecht University

Luboš Kukliš | Council for Broadcasting and Retransmission and European Regulators Group for Audiovisual Media Services

10.30 - 11.00 *Coffee break*

11.00 - 13.00 Input and Training Session: Risk-based oversight

Robbert Barth | Independent Advisor

This session will investigate risk-based oversight. The trainer will give a brief introduction on the risk-based (or problem solving) approach building on the work of Prof. Malcolm Sparrow and others. We will then explore three questions: What does it mean to be a risk-based regulatory authority in a rapidly changing environment? What relevant lessons can we learn from the experiences of other regulatory authorities? And, finally, what are some the main organizational challenges in further developing the risk-based approach? The trainer will ask participants to reflect on the examples provided to them, and to relate these to experiences within their own authorities. The session will lead to a broader understanding of challenges and pitfalls encountered by

regulatory authorities and how to deal with these.

13.00 - 14.00

Lunch (Sala Buonsanti)

14.00 - 15.30

Input Session: Tailor made compliance

Madeleine de Cock Buning | School of Transnational Governance, EUI and Utrecht University

Robbert Barth | Independent Advisor

This session will introduce the concept of tailor made compliance for the enhancement of regulators' effectivity. In this context it will also focus on the new requirements of the Audiovisual Media Services Directive (AVMSD). What compliance tools (e.g. fines, licence withdrawal, publicity, warnings) are already in the tool box to use for media regulators? Which new ones can and should be introduced? The trainer(s) will ask participants to share (experiences with) possible tools, and what would be required to use and introduce other tools for them? The session will conclude with sharing its harvest in the form of an inspirational list of compliance instruments that can be taken home by each regulator.

15.30 - 16.00

Coffee break

16.00 - 18.00

Inspirational talk: Disinformation - What to do against it from a regulatory perspective

Madeleine de Cock Buning | School of Transnational Governance, EUI and Utrecht University

Francesco Sciacchitano | AGCOM

Madeleine de Cock Buning and Fabrizio Sciacchitano will share recent developments on the phenonoma that is considered to be one of the largest challenges to our modern societies: disinformation. Taking the results of recent research they will provide for some possible solutions. They will put out for the discussion to the Participants the following: How can disinformation be best tackled and how is it related to illegal content such as hate speech? What are the (potent) effects of large scale automated content moderation? What can be the role of regulators and ERGA? How can the challenges ahead of us (deep fakes, closed communities) be best tackled?

TRAINERS

Robbert Barth

Strategic Consultant for Regulatory Authorities, Independent Advisor, The Netherlands

Madeleine de Cock Buning

Part-time Professor at the School of Transnational Governance, EUI, and Professor at Utrecht University, Italy and The Netherlands

Luboš Kukliš

Executive Director at Council for Broadcasting and Retransmission (CBR), and Chair of European Regulators Group for Audiovisual Media Services (ERGA), Slovakia

Francesco Sciacchitano

Senior Legal Officer, AGCOM, Italy

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