

Presentation of the Study on media plurality and diversity online

Reframing media pluralism online. New findings and policy approaches

13 December 2022

EUI campus - Theatre and Online - Badia Fiesolana, Via dei Roccettini 9 - San Domenico di Fiesole (Fiesole, Florence)

Scientific organizers:

Pier Luigi Parcu | Director of CMPF, European University Institute

Elda Brogi | Scientific Coordinator / Professor at CMPF, European University Institute

Programme

13 December **Presentation of the Study on media plurality and diversity online**

Chair

Sofia Verza | Research Associate at CMPF, European University Institute

10.00 - 10.15 Introductory remarks

Pier Luigi Parcu | Director of CMPF, European University Institute

10.15 - 10.30 Defining media in the digital ecosystem

Theresa Seipp | PhD candidate at the Institute for Information Law, University of Amsterdam /
Researcher and legal cluster coordinator at the AI, Media, Democracy Lab

Ronan Fahy | Senior Researcher, Institute for Information Law, University of Amsterdam

10.30 - 10.45 Prioritisation of public interest services online: from industry practices to policy toolkit

Eleonora Maria Mazzoli | London School of Economics and Political Science

10.45 - 11.00 Measures to ensure media plurality and limit media concentration

Heritiana Ranaivoson | Senior Researcher, imec-SMIT-Vrije Universiteit Brussel

11.00 - 11.15 Consumers' data exploitation: impact on advertising revenues and media pluralism

Kristina Irion | Associate Professor, Faculty of Law, University of Amsterdam

11.15 - 11.45 Q&As

11.45 - 12.00 Policy recommendations from the Study on media plurality and diversity online

Elda Brogi | Scientific Coordinator / Professor at CMPF, European University Institute

12.00 - 13.30 Lunch break

13 December **Debate on the Proposal for a European Media Freedom Act (EMFA)**

Chair

Konrad Bleyer- Simon | Research Associate at CMPF, European University Institute

13.30 - 13.45 The process leading to the EMFA's Proposal

Sofia Karttunen | Legal officer, European Commission, DG CNECT, Unit I.1

13.45 - 14.00 The media pluralism test for media mergers

Maria Luisa Stasi | Head of Law and Policy, Article 19

14.00 - 14.15 How EMFA Proposal addresses threats and problems of media capture in individual EU MSs?

Beata Klimkiewicz | Associate Professor, Institute of Journalism, Media and Social Communication, the Jagiellonian University, Cracow, Poland

Brankica Petković | Head of the Center for Media Policy, Peace Institute, Ljubljana

14.15 - 14.30 From ERGA to Board: Regulatory Cooperation and Independence

Sally Broughton Micova | Associate Professor in Communications Policy and Politics, University of East Anglia (UEA) / Academic Co-Director, Centre on Regulation in Europe (CERRE)

14.30 - 14.45 Media viability and media freedom. The missing economic aspects of EMFA

Roberta Carlini | Assistant Professor at CMPF, European University Institute

14.45 - 15.15 Q&As

15.15 - 15.30 Concluding remarks

Pier Luigi Parcu | Director of CMPF, European University Institute