



TV/RADIO EVENT

ONLINE EVENT:
30/05/2024 AT 10:00 CEST

EAG



EUROPEAN AFFAIRS GROUP MEETING

Organised by **egta.**

www.egta.com

10:00

Introduction

10:05 – 10:40

European Media Freedom Act

- Next steps towards future implementation

10:40 – 11:00

Digital Markets Act (DMA)

- Start of DMA enforcement
- Update on egta DMA Working Group

11:00 – 11:15

Google Privacy Sandbox

- Third-party cookies deprecation and potential actions to take

11:15 – 11:30

ePrivacy

- EDPB guidelines on article 5(3): egta position
- What next for ePrivacy?

11:30 – 11:40

Online Advertising

- Other business and policy developments

11:40 – 12:00

Consumer affairs

- Digital fairness report

12:00

End of meeting

The next EAG is scheduled on the 24th of September (in person).