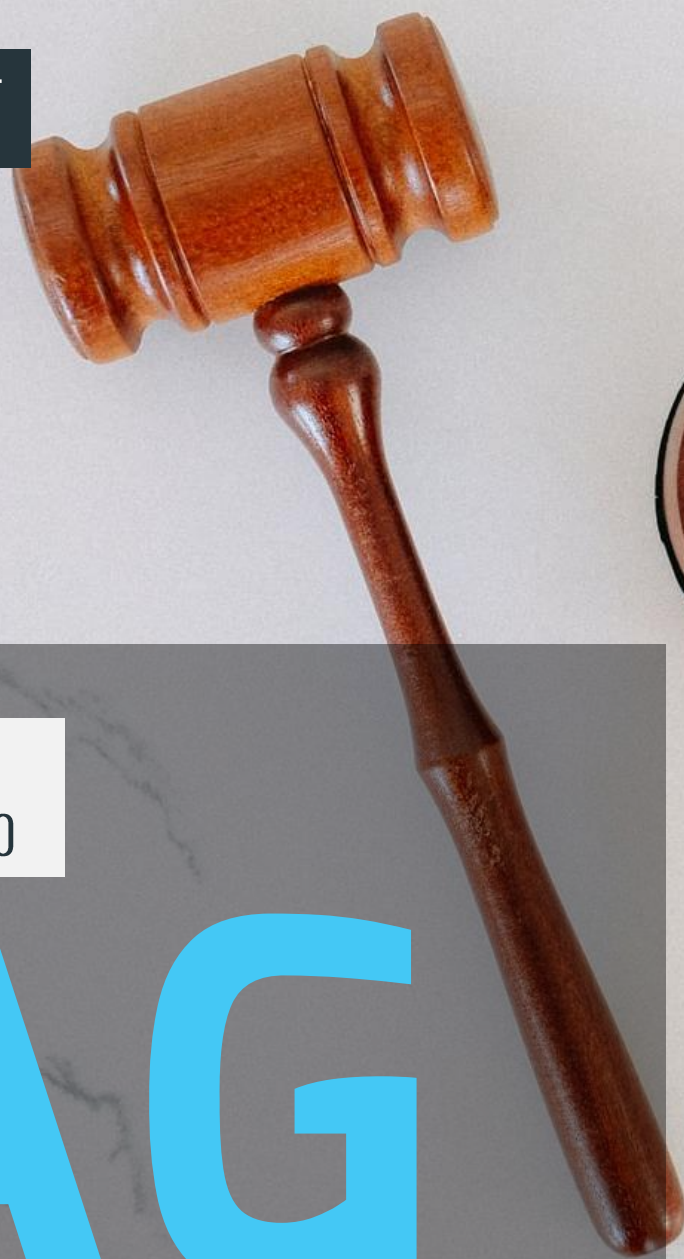


**TV/RADIO** EVENT



ONLINE EVENT:  
22/09/2022 AT 10:00

**EAG**

**EUROPEAN AFFAIRS GROUP MEETING**

Organised by **egta.**

[www.egta.com](http://www.egta.com)

10:05 – 10:20

**DSA & DMA**

- Summary of the advertising specific provisions in the finalised texts
- Next steps: implementation and enforcement

10:20 – 10:35

**Advertising self-regulation**

- Short presentation of its relevance for broadcasters
- Evolution and application to online advertising

10:35 – 10:55

**European Media Freedom Act**

- Presentation of the proposal - *TBC*
- Next steps

10:55 – 11:10

**Political Advertising**

- Update on the progress in the Institutions
- Overview of the impact of the proposal on national frameworks

11:10 – 11:30

**AVMS Directive**

- egta's response to the European Parliament implementation report
- Next steps

11:30 – 11:40

**Consumer Affairs/sectoral restrictions**

- egta's response to the European Commission sustainable food system consultation
- Update on the CCD

11:40 – 11:45

**Data Legislation**

- ePrivacy – update on trilogues
- The AI Act: advertising specific amendments

11:45 – 12:00

**Online advertising developments**

- Update on EDAA, the TCF and the phase out of 3rd party cookies