



TV/RADIO EVENT

ONLINE EVENT:
22/02/2024 AT 10:00

EAG



EUROPEAN AFFAIRS GROUP MEETING

Organised by **egta.**

www.egta.com

10:00

Introduction

10:05 – 10:40 **European Media Freedom Act**

- Presentation and analysis of the final text

10:40 – 11:00 **Digital Markets Act (DMA)**

- DMA submission to the European Commission
- DMA implementation – CPS compliance

11:00 – 11:15 **Cookie Pledge**

- Draft pledge principles and next steps

11:15 – 11:30 **ePrivacy**

- EDPB guidelines on article 5(3): egta position

10:30 – 11:40 **Online Advertising**

- Other business and policy developments

11:40 – 12:00 **Consumer affairs**

- Green Claims updates
- HFSS measures at national level

12:00

End of meeting

The next EAG is scheduled on the 30th of May (online).