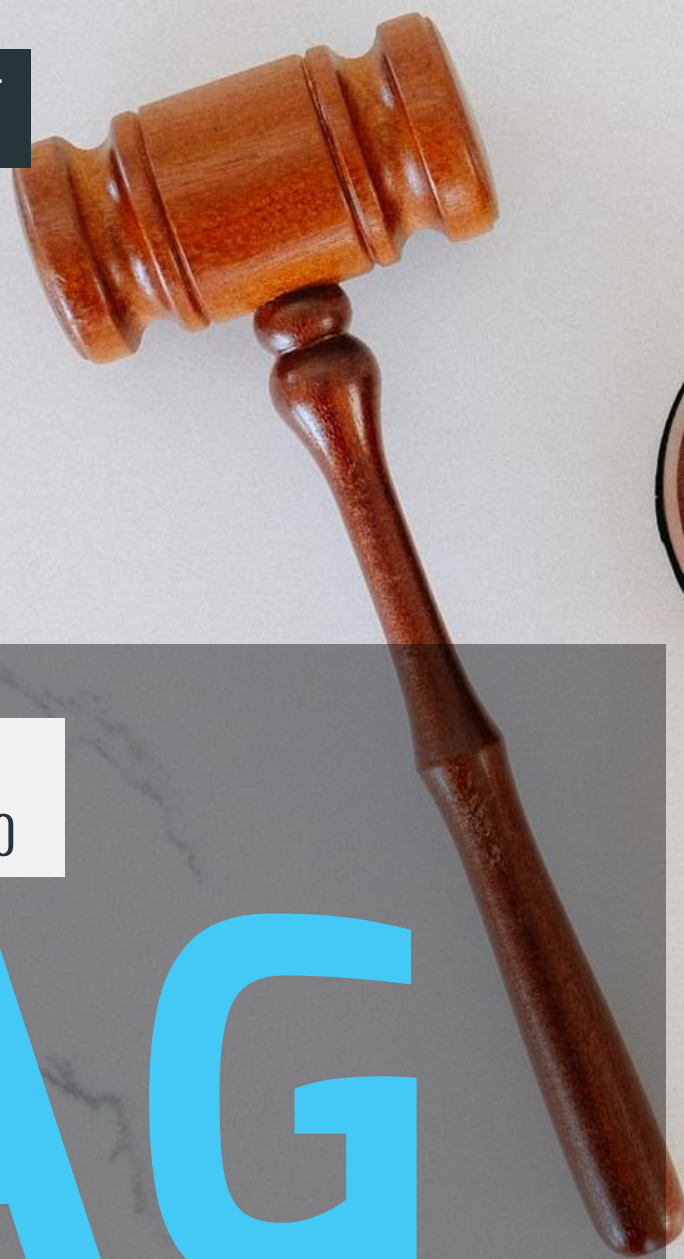


TV/RADIO EVENT



ONLINE EVENT:
23/02/2023 AT 10:00

EAG

EUROPEAN AFFAIRS GROUP MEETING

Organised by **egta.**

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10:05 – 10:25

EU Pledge on HFSS advertising

- Presentation by WFA/Landmark Public Affairs
- Members' comments and questions

10:25 – 11:10

European Media Freedom Act

- Status update
- Audience Measurement
- State advertising

11:10 – 11:20

Political advertising

- State of play

11:20 – 11:30

AVMS Directive

- Update on the implementation report in the European Parliament

11:30 – 11:40

Consumer Affairs/sectoral restrictions

- Digital Fairness – fitness check on EU consumer law: European Commission consultation

11:40 – 12:00

Online advertising developments

- EDAA update
- AdTech damages claim