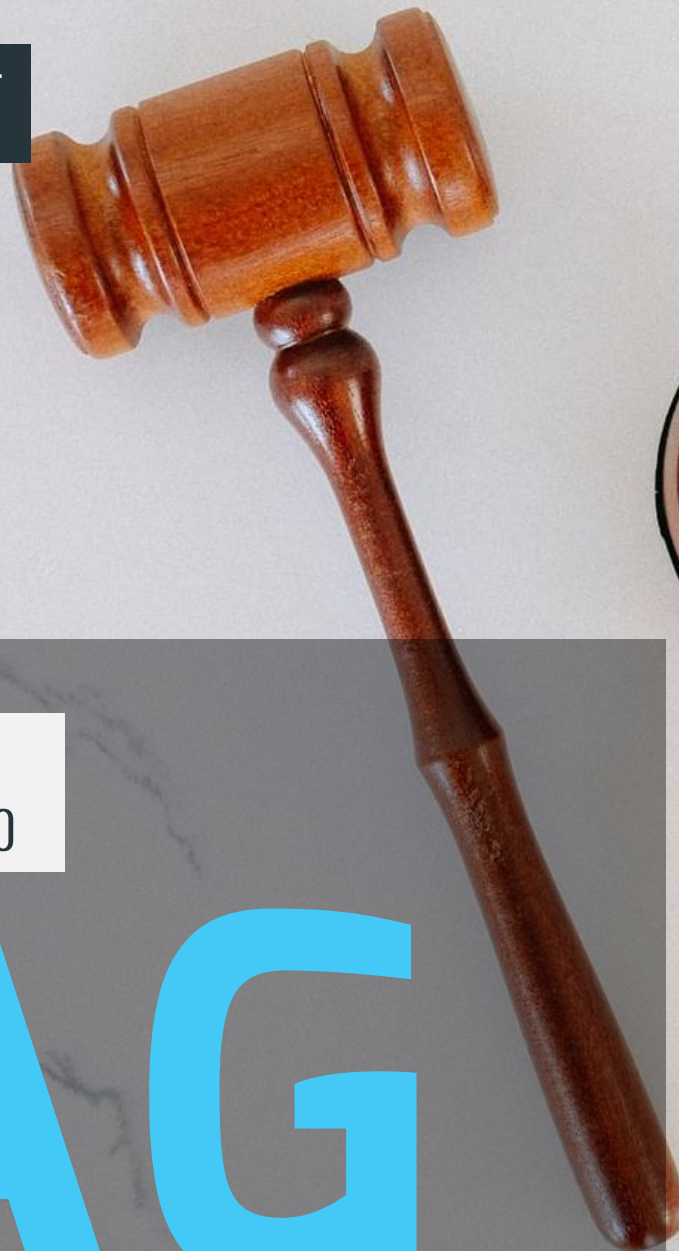


TV/RADIO EVENT



ONLINE EVENT:
21/09/2023 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

- Assessment analysis following European Parliament vote
- Audience Measurement
- State advertising

10:40 – 11:00

Cookie pledge

- Update on process
- Next steps

11:00 – 11:20

Audiovisual rules & AVMS Directive

- HFSS advertising
- egta regulatory database overview
- Reflection on the future of the AVMS Directive in view of the next mandate

11:20 – 11:40

Consumer protection

- Digital Fairness targeted consultation
- Egta position on the Green Claim Directive

11:40 – 12:00

Online advertising developments

- Privacy sandbox update
- Article 26 DSA implementation

12:00

End of meeting

The next EAG is scheduled for the 30th November 2023 (online).