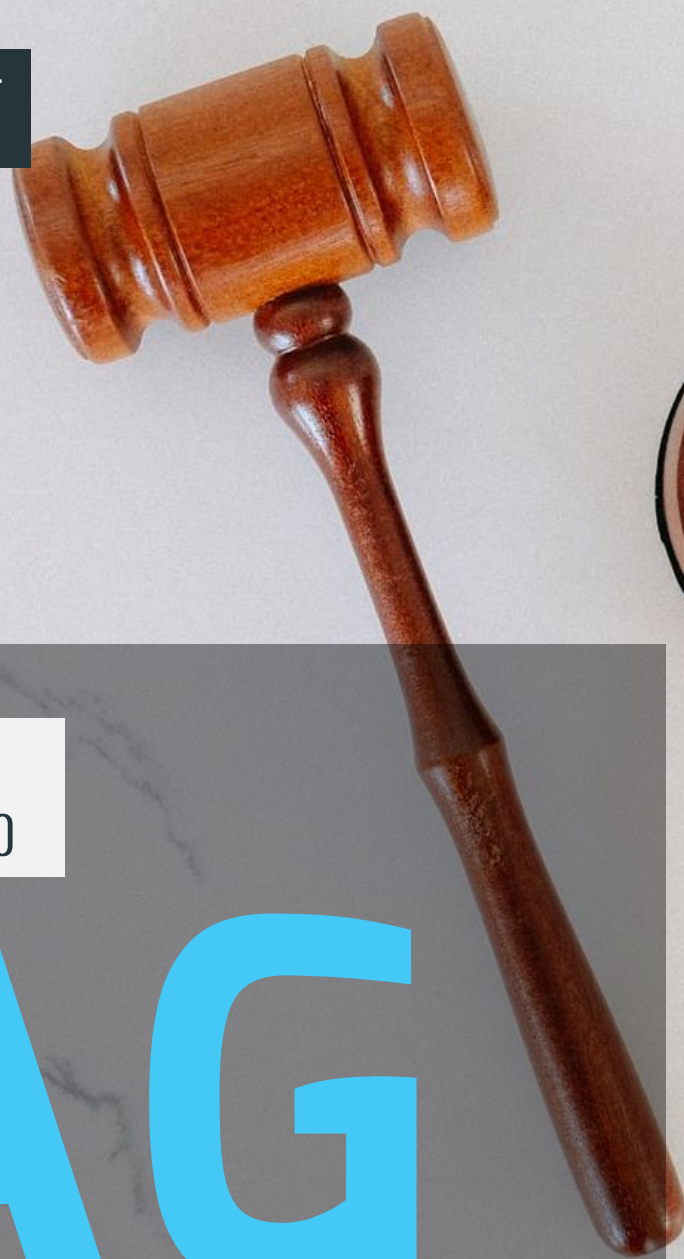


TV/RADIO EVENT



ONLINE EVENT:
23/05/2023 AT 12:00

EAG

EUROPEAN AFFAIRS GROUP MEETING

Organised by **egta.**

www.egta.com

Lunch from 12:00 to 13:00 in egta's offices

13:00

Agenda

13:00 – 14:30

Session 1 - EMFA

- Priorities of the Spanish Presidency with *guest speakers Eduardo Fernández Palomares and Juan Francisco Fernández Alfaro*
- Exchange of views with the participation of *the AV Unit of DG CNECT*
- egta position and Q&A

14:30 – 14:45

Coffee break

14:45 – 15:45

Session 2 – Consumer protection

- National HFSS restrictions and industry response
- EU proposal on Green Claims with presentation from the European Advertising Standards Alliance (EASA) - with *guest speakers Lucas Boudet (Director General) and Alexandre Dérobot (Public Affairs & Policy Officer)*
- Update on self-regulatory developments in AVMSD implementation with EASA

15:45 – 16:00

Coffee break

16:00 – 17:15

Session 3 – Developments in online advertising

- DSA - transparency obligations in online advertising (article 26) *with guest speaker Dave Barron (Director of Operations of the European interactive Digital Advertising Alliance EDAA)*
- DG JUST's voluntary industry Cookie Pledge
- DMA implementation – data obligations and performance/audience measurement

17:30

Informal drinks at egta's offices