



TV/RADIO EVENT

ONLINE EVENT:  
30/11/2023 AT 10:00

# EAG



EUROPEAN AFFAIRS GROUP MEETING

Organised by **egta.**

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

10:00

## Introduction

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10:05 – 10:40

### European Media Freedom Act

- Update on the trilogue negotiations
- Audience Measurement
- State advertising

10:40 – 10:50

### Cookie pledge

- Update on process
- Next steps

10:50 – 11:30

### Consumer protection

- HFSS advertising update
- Political advertising latest news
- Gambling advertising developments
- Green Claim Directive: egta position and state of play

11:30 – 11:40

### Audiovisual rules & AVMS Directive

- Future considerations

11:40 – 12:00

### Online advertising developments

- Article 26 DSA implementation
- DMA implementation
- Latest updates

12:00

## End of meeting

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The next EAG is scheduled for February 2024 (online)