



IN PERSON

28 NOVEMBER, 10:00 CET

EAG



EUROPEAN AFFAIRS GROUP



10:00

Introduction

10:05 – 11:00

Egta EU Affairs brief

- Update about the latest developments in the relevant dossiers

11:15 – 12:15

Roundtable with the Commission - DG CNECT Audiovisual Unit I.1

- EMFA - Guidelines and Implementation
- Next steps

12:15 – 13:30

LUNCH BREAK

- Lunch provided by egta

13:30 – 14:30

Stijn Huijts - Geradin Partners

- Presentation on the legal aspects of AdTech

14:30 – 15:30

Audience Measurement Talk - Sofie Rutgeerts

- Presented by egta's insights expert

15:30 – 16:00

Concluding remarks

- Including drinks & networking

16:00

End of meeting
