



**ONLINE**

**20 FEBRUARY 2025, 10:00 CET**

**EAG**



**EUROPEAN AFFAIRS GROUP**



10:00

## Introduction

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10:05 – 10:25

### **AVMSD**

- Orientation and state of play

10:25 – 10:50

### **European Media Freedom Act**

- Update on implementation
- Audience Measurement Guidelines

10:50 – 11:10

### **Digital Fairness Act**

- Upcoming public consultation
- Pressure points

11:10 – 11:30

### **Digital advertising**

- AdTech Overview
- Political Advertising
- E-privacy

11:30 – 11:45

### **DMA/DSA**

- Enforcement update

11:45 – 12:00

### **Consumer affairs**

- HFSS and sectoral restrictions

12:00

## End of meeting

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The next EAG is scheduled on the 22<sup>nd</sup> of May (online).