

Presentation of the Study on media plurality and diversity online

# Reframing media pluralism online. New findings and policy approaches

**13 December 2022**

EUI campus - Theatre and Online - Badia Fiesolana, Via dei Roccettini 9 - San Domenico di Fiesole (Fiesole, Florence)

Scientific organizers:

**Pier Luigi Parcu** | Director of CMPF, European University Institute

**Elda Brogi** | Scientific Coordinator / Professor at CMPF, European University Institute

## Programme

<b>13 December</b>	<b>Presentation of the Study on media plurality and diversity online</b>
	Chair <b>Sofia Verza</b>   Research Associate at CMPF, European University Institute
10.00 - 10.15	Introductory remarks <b>Pier Luigi Parcu</b>   Director of CMPF, European University Institute
10.15 - 10.30	Defining media in the digital ecosystem <b>Theresa Seipp</b>   PhD candidate at the Institute for Information Law, University of Amsterdam / Researcher and legal cluster coordinator at the AI, Media, Democracy Lab <b>Ronan Fahy</b>   Senior Researcher, Institute for Information Law, University of Amsterdam
10.30 - 10.45	Prioritisation of public interest services online: from industry practices to policy toolkit <b>Eleonora Maria Mazzoli</b>   London School of Economics and Political Science
10.45 - 11.00	Measures to ensure media plurality and limit media concentration <b>Heritiana Ranaivoson</b>   Senior Researcher, imec-SMIT-Vrije Universiteit Brussel
11.00 - 11.15	Consumers' data exploitation: impact on advertising revenues and media pluralism <b>Kristina Irion</b>   Associate Professor, Faculty of Law, University of Amsterdam
11.15 - 11.45	Q&As
11.45 - 12.00	Policy recommendations from the Study on media plurality and diversity online <b>Elda Brogi</b>   Scientific Coordinator / Professor at CMPF, European University Institute
12.00 - 13.30	Lunch break

**13 December**    **Debate on the Proposal for a European Media Freedom Act (EMFA)**

Chair

**Konrad Bleyer-Simon** | Research Associate at CMPF, European University Institute

13.30 - 13.45    The process leading to the EMFA's Proposal

**Sofia Karttunen** | Legal officer, European Commission, DG CNECT, Unit I.1

13.45 - 14.00    The media pluralism test for media mergers

**Maria Luisa Stasi** | Head of Law and Policy, Article 19

14.00 - 14.15    How EMFA Proposal addresses threats and problems of media capture in individual EU MSs?

**Beata Klimkiewicz** | Associate Professor, Institute of Journalism, Media and Social Communication, the Jagiellonian University, Cracow, Poland

**Brankica Petković** | Head of the Center for Media Policy, Peace Institute, Ljubljana

14.15 - 14.30    From ERGA to Board: Regulatory Cooperation and Independence

**Sally Broughton Micova** | Associate Professor in Communications Policy and Politics, University of East Anglia (UEA) / Academic Co-Director, Centre on Regulation in Europe (CERRE)

14.30 - 14.45    Media viability and media freedom. The missing economic aspects of EMFA

**Roberta Carlini** | Professor at CMPF, European University Institute

14.45 - 15.15    Q&As

15.15 - 15.30    Concluding remarks

**Pier Luigi Parcu** | Director of CMPF, European University Institute