EPRA´s Work Programme for 2021
As adopted by the Executive Board on 28 January 2021

1. A different approach

● A different approach to adapt to different circumstances

The Executive Board has slightly adapted the approach for the EPRA annual Work Programme for 2021 in favour of a more flexible framework. The aim is to adjust EPRA's work processes and outputs to the uncertainty provoked by the Covid-19 pandemic while remaining true to the objectives stated in EPRA's 3-year strategy.

● A method based on tags and topics and a participative approach

Rather than drafting a detailed Work Programme, with a comprehensive contextual section, the focus is put on the essence instead. A number of key topics (collected from EPRA members) were classified under hashtags reflecting EPRA´s priorities and strategic objectives and were submitted to EPRA members for discussion during a dedicated digital plenary session which took place on 22 January 2021 and a follow-up survey.

● Flexible formats

Rather than proposing plenary and working group topics as is EPRA's custom, the Work Programme for 2021 seeks to retain maximum flexibility on how each topic can be dealt with, depending on external circumstances, by outlining a range of potential formats and outputs (on page 4).

● Feedback is welcome

The Executive Board warmly welcomes feedback and offers to contribute from EPRA members and external organisations to flesh out the flexible approach (on page 5).

2. Priority tags and topics for 2021

The three **Priority Tags** driving EPRA's work in 2021:

Legal & Regulatory

Cooperation with NRAs from adjacent regulatory sectors

Future-oriented/technology

The three **Key Topics** featuring in EPRA's work in 2021:

Hate Speech (online & offline)

Spring

Could cover challenges such as definition and 'categorisation' of hate speech with various legal grounds (terrorist content in new EU regulation, national definition of illegal vs. harmful content…) or look at complaint mechanisms/removal process or other complementary approaches.

Regulation of online Platforms & cooperation with other NRAs

Autumn

Why, and how, should audiovisual NRAs collaborate with other sectoral NRAs (such as telecom, competition, data protection and consumers authorities) for an effective regulation of online platforms in the interest of citizens, consumers, and the industry?

AI & Regulators

Roundtable discussions throughout the year

The exchanges could focus on the tools and technologies that audiovisual regulators could use to support their work and on the impact of artificial intelligence on the NRAs' missions.

⊕ EMIL: EPRA's Media and Information Literacy Taskforce

Alongside, EPRA will further develop EMIL, the EPRA MIL Taskforce group, which will be open to all EPRA members and some external organisations, and organise ad-hoc meetings to explore issues relevant to the Taskforce – with a particular focus on the development of MIL Networks as well as provide inputs for this year's key EPRA topics. EMIL will also aim to cooperate with the ERGA Media Literacy Action Group.

3. Other topics of interest *(listed in order of preference further to the consultation)*

The following topics were not identified as priority items for this year by members; however, they have nevertheless expressed a keen interest for them during the consultation.

EPRA will not be in the position to produce in-depth outputs for these topics. However, they will be earmarked as "topics to be monitored" and some of them may be covered in a variety of ways depending on EPRA members' willingness to engage and/or promising external offers for cooperation.

- **Fostering informal cooperation between EU & non-EU audiovisual NRAs**

- **Access to online pornography & protection of minors**

- **NRAs and Research – exploring new methodologies/data analysis**

- **Key Market Trends**

- **Public Service Media & Sustainability**

- **Virtual Reality & Augmented Reality**

- **Diversity & Inclusion**

- **Audiovisual industry & environmental footprint**

4. Indicative* list of formats

Interview-style regulators' panel

- What: Share NRAs' experience on topics of interest with short, coordinated interventions
- Added value: Suitable for dynamic high-level policy or strategy discussions within NRAs
- Example: Webinar n°2 Great expectations: the changing paradigm of media regulators.
- Suitable for: Online/offline or hybrid session

Teach-in session

- What: Facilitate understanding of new issues with learning materials & interaction
- Added value: Suitable to raise the awareness on adjacent regulatory concerns
- Example: "Everything you wanted to know about Competition Law but were afraid to ask"
- Suitable for: Online/offline or hybrid session

Podcast

- What: A digital audio file made available on the internet, typically available as a series
- Added value: Suitable for high level policy or strategy discussions with charismatic experts
- Examples: Ep. 1: Media plurality in the age of algorithms, Ep. 2: Transparency & trust
- Suitable for: Online session only

External experts' in-depth panel discussion

- What: A few well-chosen lengthy expert presentations (followed by Q&A & sharing experiences)
- Added value: Suitable to discuss complex or detailed issues
- Example: Webinar n°1: Understanding key market trends in times of Covid-19
- Similar format: Mix of external experts & NRAs, e.g. Webinar Gambling and betting advertising
- Similar format: Short presentation of project by selected expert of project
- Suitable for: Online/offline or hybrid session

Roundtable interactive exchange

- What: A series of short oral interventions and debate by members of a community of interest
- Added value: Suitable for informal exchanges and practical-oriented topics
- Example: Roundtable on MIL networks n°1 (Creating a network) and n°2 (structure & function)
- Suitable for: Online/offline or hybrid session

* The Board is open to test further discussion formats; innovative suggestions are welcome.

Indicative list of outputs

- Comparative document: Based on questionnaire/desk research, e.g. gambling & betting advertising
- Overview of measures: Excel tables, e.g. members' initiatives in response to Covid-19 pandemic
- Top-tips & best practices: Practically oriented output, e.g. Regulators & Citizens/ Embracing Change
- Taskforce & email groups: e.g. EMIL EPRA MIL Taskforce

5. Feedback is welcome - do share with us:

Your views on EPRA's Work Programme for 2021

Your offers to contribute, suggestions for speakers

Any innovative ideas for formats and outputs

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