

Upcoming AVMSD review: It's all a question of definition"

A conference of the European Audiovisual Observatory

Wednesday 4 June 2025, 14.30 – 17.00

Parkhotel Schönbrunn, Vienna

Opening	
14.30 – 14.40	Opening of the conference by Dr. Maja Cappello , Head of Department for Legal Information, EAO and Andreas Ulrich , Department for Media Affairs, Federal Ministry for Housing, Arts, Culture, Media and Sport
Introductory presentations	
14.40 – 14.55	Dr. Maja Cappello , Head of Department for Legal Information, EAO Gilles Fontaine , Head of Department for Market Information, EAO
Panel discussions	
Moderator	Dr. Matthias Traimer , Head of Department, Media Affairs, Federal Ministry for Housing, Arts, Culture, Media and Sport
Providers of AVMS under EU media law: Which rules apply to whom?	
14.55 – 15.40	<i>Union media law pertains different concepts in different instruments: "audiovisual media service providers" and "video-sharing platforms" in the AVMS Directive, "media service providers" used in the EMFA and online platforms and very large online platforms in the DSA. Are improvements needed? Would there be a way to consolidate rules that are partly in a directive and partly in regulations? Or would it be better to strengthen cooperation between the European Commission, national regulatory authorities and/or the European Board for Digital Services and the newly established European Board for Media Services?</i>
Panellists	Prof. Dr. Michael Holoubek , Member of the Austrian Constitutional Court, Professor at the Vienna University of Economics and Business Raffaele Di Giovanni-Bezzi , European Commission Persa E. Lampropoulou , Legal advisor to the National Council for Radio and Television of Greece Inge Welbergen , Legal officer media, Ministry of Education, Culture and Science of the Netherlands
	Q/A with the audience
Coffee break (15')	
Introductory presentations	
15.55 – 16.10	Dr. Maja Cappello , Head of Department for Legal Information, EAO Gilles Fontaine , Head of Department for Market Information, EAO
Panel discussions	
Moderator	Dr. Matthias Traimer , Head of Department, Media Affairs, Federal Ministry for Housing, Arts, Culture, Media and Sport
(How) should advertising regulation evolve in the age of influencers?	
16.10 – 16.55	<i>Influencers are a category of players that has flourished in recent years. In the absence of a harmonised definition of influencers at EU level, situations vary from member state to member state, often on a case-by-case basis. Influencers are competing for the same resources as traditional players, making their relevance particularly significant. Is there a need for a level playing field between influencers and traditional media outlets? What about the respective market shares? Are self-regulatory schemes relevant (and sufficiently effective?) to tackle the issues around influencer marketing? And finally, is there a need for more protection of minors, albeit as viewers or as "child influencers"?</i>
Panellists	Corinna Drumm , Managing Director, Association of Austrian Private Broadcasters (VÖP) Peter Eftimov , Influencer (Lingualizer on YouTube, TikTok, Instagram) Thomas Petz , Member, KommAustria Michael Straberger , President, Austrian Advertising Council
	Q/A with the audience
Closing	
16.55 – 17.00	Dr. Maja Cappello , Head of Department for Legal Information, EAO and Dr. Matthias Traimer , Head of Department, Media Affairs, Federal Ministry for Housing, Arts, Culture, Media and Sport