

“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. Susanne Nikoltchev , Executive Director, EAO and Andreas Ulrich , Department for Media Affairs, Federal Ministry of Housing, Arts, Culture, Media and Sport
Introductory presentations (10' each)	
14.40 – 14.50	Dr. Maja Cappello , Head of Department for Legal Information, EAO
14.50 – 15.00	Gilles Fontaine , Head of Department for Market Information, EAO
Panel discussions (45' each round)	
Moderator	Dr. Matthias Tramer , Head of Department, Media Affairs, Federal Ministry of Housing, Arts, Culture, Media and Sport
Providers of AVMS under EU media law: Which rules apply to whom?	
15.00 – 15.45	<i>Union media law pertains different concepts in different instruments: “audiovisual media service providers” in the AVMS Directive, “media service providers” used in the EMFA and video-sharing 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 Persa E. Lampropoulou , Legal advisor to the National Council for Radio and Television of Greece NN , European Commission Inge Welbergen , Legal officer media, Ministry of Education, Culture and Science of the Netherlands
Coffee break (15')	
(How) should advertising regulation evolve in the age of influencers?	
16.05 – 16.50	<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) Dr. Susanne Lackner , Vice Chairperson, KommAustria (tbc) Michael Straberger , President, Austrian Advertising Council
Closing	
16.50 – 17.00	Dr. Susanne Nikoltchev , Executive Director, EAO