



Opening meeting

EMIL Taskforce

29 MARCH 2019

WHAT IS EPRA

- A European forum for national or regional audiovisual regulators to share relevant information, best practice, experience and expertise.
- Informality, collaboration, transparency and independence.
- 54 Members from 47 countries (33 EU and 21 non-EU).
- Permanent observers: the European Commission, the Council of Europe, the European Audiovisual Observatory and the Office of the OSCE Representative on Freedom for the Media



EPRA & MIL

2017

Analysis of
regulatory
activities

2018

Creation
of EPRA
MIL
Taskforce

2019

Exchanges on
International
Cooperation

2020

Network
Roundtables;
Reflections
on VSPs

2021

Creation of
EMIL ...



EMIL: SCOPE & MEMBERSHIP

*National Media
Regulators*



*MIL coordinating
bodies*



MIL Networks



*International
Bodies*



Media & Civil Society



EMIL: PURPOSE & AMBITION

*Coordination &
learning*



*Networking &
partnerships*

*Giving MIL Networks a
voice*



REFLECTIONS ON MIL & VSPs

The benefits of a systematic and transparent approach to MIL for VSPs:

- VSPs' approach to MIL could be more consistent in terms of targeted demographic and geographic reach
- A structured and transparent basis to reporting as well as more clarity about the intended outcomes would be helpful to better understand and assess VSPs' initiatives
- These principles could form the basis of a more coordinated policy approach by VSPs.

The need for multi-stakeholders networks:

- VSPs' "measures and tools" should be understood broadly and not be limited to service-level tools. In this regard, partnerships with on-the-ground bodies or organisations could help complement and reinforce the educational measures in place - both off-line and online - in a relevant way
- Networks and alliances are key to promote best practices, foster strong working relationships and develop common approaches.

The role of the regulatory authorities:

Under a European media literacy strategy framework, regulatory authorities could encourage the cooperation between stakeholders. This could be achieved through, for instance, an “agreement on core competencies and skills indicators” list, a “shared repository of tools and resources” or common principles to assess VSPs' media literacy activities.