

EUMEPLAT FINAL EVENT

February 27th, 2024

10.00 - 17.00 CET

Apulia Region

62, Rue du Trône

Brussels

Fifth floor



BACKGROUND

On February 27, 2024, we will organize in Brussels the final event of the Horizon 2020 project [EUMEPLAT - European Media Platforms: Assessing Positive and Negative Externalities for European Culture](#), coordinated by IULM University of Milan. The three-year research has been realized in ten countries – Belgium, Bulgaria, Czech Republic, Germany, Greece, Italy, Portugal, Spain, Sweden, and Turkey – with the goal of assessing the impact of the media platformization process on European common culture and identity.

The event will be dedicated to the evidence-based recommendations to European and national policymakers and market stakeholders, which have been drawn in force of the results of several research tasks. In particular, we will focus on the following critical areas: Media regulation; Support to Public Service Media; Theatrical and video-on-demand movies distribution; Misinformation; with a section also concentrated on the valorization of the best practices that we have collected in the various fields of social media communication, alternative media, citizen journalism, and media representation of disadvantaged groups.

PRACTICAL INFORMATION

Date:	February 27, 2024 - 10.00 - 17.00 CET
Venue:	Apulia Region - 62, Rue du Trône, Brussels
Format:	Hybrid, in Brussels and online
Registration:	Compulsory (REGISTER HERE) <i>Online participants will receive the link before the event</i>
Working language:	English
Further information:	info@eumeplat.eu

MORNING SESSION

Tackling Misinformation: A Roundtable Discussion from Multiple Perspectives

- 10.00 - 10.30** Participants' arrival
- 10.30 - 10.40** **Welcome and Introduction**
Andrea Miconi, IULM University, EUMEPLAT coordinator [Italy]
- 10.40 - 11.10** **Investigating Misinformation Through Data: Insights and Open Challenges**
Fabiana Zollo, Ca' Foscari University of Venice [Italy]
- 11.10 - 11.40** **Misinformation in Europe: Findings from the MEDIADELCOM project**
Halliki Harro-Loit, University of Tartu [Estonia]
- 11.40 - 11.50** Q&A
- 11.50 - 12.20** **The Role of Human-Curated Datasets in the Age of AI and Elections: Tools and Resources to Identify and Track Mis- and Disinformation**
Virginia Padovese, NewsGuard
- 12.20 - 12.50** **Reinforcing intergovernmental and interinstitutional cooperation in countering disinformation: investing in trust and interconnections**
Vincenzo Le Voci, Club of Venice
- 12.50 - 13.00** Q&A
- 13.00 - 13.15** Concluding remarks

13.15 – 14.45

Lunch Break

AFTERNOON SESSION

Roundtable on EUMEPLAT Policy Recommendations

- 14.30 - 14.40** Introduction: **Legacy of the EUMEPLAT project**
Andrea Miconi, IULM University, EUMEPLAT coordinator [Italy]
- 14.40 - 15.15** **Recommendations from the EUMEPLAT project**
Chair: Vaia Doudaki, Charles University [Czech Republic]
- (1) An Action Plan for the European Public Sphere**
Barbara Thomass, Leibniz-Institut für Medienforschung | Hans-Bredow Institut [Germany]
- (2) Public Service (and the) Media**
Stylianos Papathanassopoulos, National and Kapodistrian University of Athens [Greece]
- (3) Dealing with VOD platforms**
Dessislava Boshnakova, New Bulgarian University [Bulgaria]
- 15.15 - 15.30** **Recommendations from the H2020 project MEDIADELCOM**
Halliki Harro-Loit, University of Tartu [Estonia]
- 15.30 - 15.45** Coffee break
- 15.45 - 17.00** Discussion with stakeholders
Sabina Tsakova, Legal and Policy Officer, DG CONNECT | Unit I.1 Audiovisual and Media Services Policy
Elena Perotti, Executive Director Public Affairs and Media Policy, WAN-IFRA (online)
Wouter Gekiere, Head of Brussels Office, EBU-European Broadcasting Union
Juliette Prissard, General Delegate, EUROKINEMA (online)
André Lange, Researcher and independent expert
- 17.00** Conclusions

