

# **EUMEPLAT FINAL EVENT**

February 27th, 2024

10.00 - 17.00 CET

**Apulia Region** 

62, Rue du Trône Brussels Fifth floor

















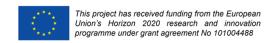












### **BACKGROUND**

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, alterative 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 (<u>REGISTER HERE</u>)

Online participants will receive the link before the event

Working language: English

Further information: <u>info@eumeplat.eu</u>



























### **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

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13.15 - 14.45

Lunch Break

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### **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)

 $Wouter\ Gekiere,\ Head\ of\ Brussels\ Office,\ EBU\text{-}European\ Broadcasting\ Union$ 

Juliette Prissard, General Delegate, EUROCINEMA (online)

André Lange, Researcher and independent expert

**17.00** Conclusions























