



Council of the European Union
General Secretariat

Brussels, 27 March 2024

CM 1658/24

**AUDIO
CULT**

COMMUNICATION

NOTICE OF MEETING AND PROVISIONAL AGENDA

Contact:	andres.tobias@consilium.europa.eu
Tel./Fax:	+3222817006
Subject:	Audiovisual and Media Working Party
Date:	4 April 2024
Time:	10:00
Venue:	COUNCIL
	JUSTUS LIPSIUS BUILDING
	Rue de la Loi 175, 1048 BRUSSELS

Format: 2+2

1. Adoption of the agenda
2. Information from the Presidency
3. Information from the Commission

4. Influencers as advertisers and online content creators
 - a) European Economic and Social Committee (EESC) opinion on Advertising through influencers and its impact on consumers
 - *Presentation by the EESC Rapporteur and exchange of views*
 - b) Draft Council conclusions on the support to influencers as online content creators
 - *Discussion and finalisation*

Doc. 8114/24
5. Education, Youth, Culture and Sport (EYCS) Council (Brussels, 13-14 May 2024)
 - a) Culture, Audiovisual and Media session (14 May 2024): agenda and general information
 - b) Policy debate for Culture Ministers
 - c) Informal breakfast for Audiovisual and Media Ministers (Brussels, 14 May 2024)
6. Impact of Artificial Intelligence (AI) on the European audiovisual and media sectors
 - a) AI Act: presentation by the Commission and exchange of views
 - b) AI projects in the audiovisual and media sector: presentation by the Commission and exchange of views
7. Regulation of the European Parliament and of the Council establishing a common framework for media services in the internal market (European Media Freedom Act) and amending Directive 2010/13/EU
 - *State of play and next steps: information from the Presidency*
8. Any other business

NB 1: Council documents are available on Delegates Portal. Room attendants will provide copies on request at the earliest opportunity.

NB 2: Members of the Cultural Affairs Committee (CAC) are invited to attend discussions under agenda item 6