European Platform of Regulatory Authorities: 18th Meeting

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Representatives of 43 regulatory authorities from 34 countries attended the 18th meeting of the EPRA, hosted by the Cyprus Radio-Television Authority.

The main theme was the implementation of EC legislation in the new EU Member States and candidate countries. The delegates particularly focused on the challenges facing national regulatory authorities regarding the implementation of the aims and principles of EU media policy.

Other topics of debate included aspects of advertising law that had been discussed at previous EPRA meetings. Information was provided concerning new advertising techniques and new models for the funding of advertising, as well as topical questions on the separation of editorial content and advertising, surreptitious advertising and product placement.

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