

PRESS RELEASE

## Future Media Lounge conference: “New privacy rules and their impact on funding a free and independent press in Europe”

Tuesday 5 September, 18.00-20.00 at the Renaissance Hotel, Brussels

Brussels, Belgium – 4 September 2017

EMMA (European Magazine Media Association) and EDAA (European Interactive Digital Advertising Alliance) are organising a Future Media Lounge event, to take place in Brussels on **Tuesday, 5 September at the Renaissance Hotel, from 18:00-20:00**. The debate “*New privacy rules and their impact on funding a free independent Press in Europe?*” will be moderated by **Karin Massin**, CEO of Burson-Marsteller, Belgium.

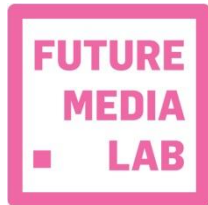
In a time of regulatory transition where a successful future for the press sector lies in the online environment it is paramount that press publications can fully draw from the advantages of the data-driven economy. The digital era has brought a great amount of free journalistic content, through multiple news outlets, accessible to the consumer.

At the same time, the Commission’s e-privacy proposal sets out to introduce imbalanced and inflexible privacy rules in the digital environment. By laying down barriers to certain technology (third party cookies) and specific funding models (web analytics as well as revenue from online behavioural advertising) the existence of a diverse and accessible online media could be jeopardised.

Speakers include:

- **Marju Lauristin**, Member of European Parliament, S&D, Estonia
- **Xavier Bouckaert**, CEO Roularta Media Group, Belgium
- **Angela Mills Wade**, EDAA Board member and Executive Director of EPC
- **Despina Spanou**, Director of Digital Society, Trust and Cybersecurity, DG Connect, European Commission
- **Anna Maria Corazza Bildt**, Member of European Parliament, EPP, Sweden
- **Sophie In’t Veld**, Member of the European Parliament, ALDE, Netherlands
- **Daniel Dalton**, Member of the European Parliament, ECR, United Kingdom
- **Prof. Dr. Christoph Fiedler**, Managing Director for European Affairs and Media Policy, VDZ, Germany

The session is an opportunity to spark constructive discussions leading up to pivotal dates in the European Parliament. The Parliaments position on the e-privacy regulation will be determined in a LIBE committee vote on 11 October.



The Future Media Lab. is an open platform for all media sectors that aids in the exchange and accumulation of information. The aim is to build a bridge between the fast-faced innovations in the media sector and the long-lasting legislative procedures. To do this, we arrange physical meetings with experts and key stakeholders in innovative and interactive formats in order to bring relevant people together to discuss the key questions facing the industry. Visit the website [www.futuremedialab.info](http://www.futuremedialab.info) or follow us on twitter @FML\_EU.



The Future Media Lab. is hosted by the European Magazine Media Association (EMMA), the unique and complete representation of Europe's magazine media. EMMA represents 15.000 publishing houses, publishing 50.000 magazine titles across Europe in print and digital. For more information about EMMA, visit the [website](http://www.magazinmedia.eu) [www.magazinmedia.eu](http://www.magazinmedia.eu) or follow us on Twitter @magazinmedia



The European Interactive Digital Advertising Alliance is responsible for providing businesses with the means to achieving aspects of best practice in online behavioural advertising, for the benefit of European business and consumers. The EDAA licenses the OBA Icon, to businesses. It is displayed in or around the ads on desktop and mobile – a clear sign to internet users that ads are being delivered using OBA. Not only that, the icon also links through to the [www.youronlinechoices.eu](http://www.youronlinechoices.eu), where internet users can learn more about OBA, what it helps fund (ads are the main source of funding for most websites and social networks) and how they can exercise control over the collection and use of their data for OBA. Internet users can also actively choose whether to receive OBA from the list of companies on the platform, with a simple click of a button. For information on EDAA's objectives, operations, participating companies and governing bodies, please visit: [www.edaa.eu](http://www.edaa.eu)