



IViR LECTURE SERIES

Does EMFA really strengthen media freedom in Europe?

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REC A5.24



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Speaker

The European Media Freedom Act (EMFA) is a significant milestone in European media regulation. The presentation shows how the new regulation fits into the European media regulation and platform regulation system. At first glance, the regulation offers a solution to a wide range of threats to media freedom. From wiretapping journalists to audience measurement, from media market concentration to the prioritisation of media services on platforms, it addresses a number of real issues relevant to media freedom. However, the EMFA, which came into force in August 2025, raises several questions regarding its enforcement. Despite its regulatory form, the implementation of most of the rules requires detailed legislation by Member States. There are no sanctions for violations of the rules. The European Media Board is essentially a consultative body. Initial experiences with the application of the EMFA in Hungary are not encouraging. A further question is how the new regulation will affect the competitiveness of European media companies in a media system dominated by platforms.

Dr Gábor Polyák works as a professor of media law and media policy, as well as the head of the Media and Communication Department at Eötvös Loránd University. He also works as a senior research fellow for the Institute for Legal Studies of the Centre for Social Sciences. Further, he is the founding researcher at Mertek Media Monitor, a Hungarian NGO focused on media policy issues. He teaches and researches media law, IT law, and media policy.

Practical details

Date: 20 February

Time: 15:30 - 16:45 CET
(Amsterdam)

Place: REC A5.24, Nieuwe Achtergracht 166, 1018 WV Amsterdam & online via Zoom



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