

COUNTERING ONLINE DISINFORMATION
TOWARDS A MORE TRANSPARENT, TRUSTWORTHY AND ACCOUNTABLE DIGITAL MEDIA
ECOSYSTEM

Brussels 29th January 2019
Musée des Beaux-Arts, Place du Musée 1, Brussels 1000

08:30-09:00 Registration and welcome coffee

09:00-09:15 Keynote speech by Mariya Gabriel, European Commissioner for Digital Economy and Society

Protecting users from disinformation: the industry Code of Practice

09:15-09:30 EU initiatives on disinformation, Giuseppe Abbamonte, Director Media Policy, European Commission

09:30-10:30 Report from the signatories of the Code of Practice: What are signatories doing to combat disinformation, particularly in the electoral context?
Moderator: Giuseppe Abbamonte, Director Media Policy, European Commission

- Thomas Myrup Kristensen, Facebook
- Jon Steinberg, Google
- Stephan Loerke, World Federation of Advertisers
- Townsend Feehan, Interactive Advertising Bureau EUROPE

10:30-10:45 Q&A session

10:45-11:00 Coffee Break

11:00-11:15 Keynote speech by Rasmus Nielsen, Director of Research, Reuters Institute for the Study of Journalism

11:15-12:15 Panel discussion – What should be expected from the Code of Practice in view of the EP elections and beyond?

Moderator: Rasmus Nielsen, Director of Research, Reuters Institute for the Study of Journalism

- Tania Fajon, Member of European Parliament
- Ľuboš Kukliš, European Regulators Group for Audiovisual Media Services, Chairperson
- Madeleine de Cock Buning, Chair of the High Level Expert Group on Fake News
- Siada El Ramly, Director General EDIMA

12:15-12:30 Q&A session

12:30-14:00 Networking Lunch

13:30-14:00 **To fake or not to fake – an artistic view on disinformation** – A trans-medial artwork which uses data and scientific exploration of digital to expose the processes that are behind the phenomena of disinformation.

Strengthening fact-checking, collective knowledge, and monitoring capacity on disinformation

- 14:00-14:15** Keynote speech by Gianni Riotta, Director Luiss datalab
- 14:15-15:00** Report from fact-checking organisations: *How can the fact-checking community help ensure a fair public debate?*
Moderator: Paolo Cesarini, Head of Unit, European Commission
- Steven Brill, Newsguard
 - Clara Jimenez Cruz, maldita.es / IFCN
 - Giovanni Zagni, Pagella Politica
 - Justyna Kurczabinska, EBU
 - Nikos Sarris, SOMA
- 15:00-15:15** Q&A session
- 15:15-16:00** Panel discussion: *How can digital technologies facilitate the detection and analysis of false information?*
Moderator: Denis Teyssou, Agence France Presse
- Vasillas Koulolias, Co-inform
 - Kalina Bontcheva, Weverify
 - Nahema Marchal, ComProp
 - Mike Matton, Fandango
- 16:00-16:15** Q&A session
- 16:15-16:30** Coffee Break
- 16:30-17:15** Panel discussion: *How can academic research contribute to a better understanding of disinformation patterns?*
Moderator: Madeleine de Cock Buning, Chair of the High Level Expert Group on Fake News
- Luciano Morganti, Professor VUB, MediaRoad
 - Guido Caldarelli, Professor IMT Lucca
 - Jane Suiter, Professor, School of Communications at Dublin City University
 - Anja Bechmann, Professor Aarhus University
- 17:15-17:30** Q&A session
- 17:30-17:45** Closing remarks by Claire Bury, Deputy Director General, European Commission
- 17:45** Networking Cocktail and Exhibition
- 19:00** End of the Event