CORE CONCEPT

Media Regulation and Content Standards Course: Licensing, Classification and Complaints

3 – 7 May 2027
Amsterdam - Zuidas business district hotel

Media Regulation and Content Standards Course: Licensing, Classification and Complaints

Ref: 2107_30590 **Date:** 3 – 7 May 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Media regulation and content standards, covering media licensing, content classification and complaints, is a 1-week course for licensing, classification, monitoring and enforcement units at media regulators and compliance units at broadcasters, streaming services and publishers, ending with a Content Standards Compliance and Enforcement Plan for a case organisation. Inconsistent licence conditions, uneven age ratings, slow complaint decisions and ill-fitting sanctions weaken audience protection and invite challenge. Nominees already review licence files, programmes, advertisements or complaints, and work through case studies on licence, rating and complaint files. CoreConcept Training Center delivers this media regulation and content standards course.

Course Objectives:

- Assess a broadcast, on-demand, publishing or influencer licence application against eligibility criteria, ownership concentration rules and licence conditions
- Interpret broadcast and advertising content codes on harm and offence, protection of minors, accuracy, impartiality and commercial references
- Assign age categories and content descriptors to films, series, games and apps, including through a self-classification questionnaire
- Run an output monitoring schedule and handle viewer and listener complaints from intake through investigation to a reasoned finding
- Select a proportionate sanction from warning to fine, suspension or revocation and record the reasoning so the decision withstands review
- Apply content and advertising rules to influencers, video-sharing services and online platforms in a documented enforcement plan

Target Audience:

- Licensing units at media regulators that process applications, renewals, transfers and variations of media licences
- Content standards and classification units that write codes, rate audiovisual works and games, and issue guidance notes
- Monitoring and complaints units that sample broadcast and on-demand output and investigate audience complaints
- Enforcement and legal units that prepare breach findings, sanction recommendations and representations hearings
- Compliance units at broadcasters, on-demand streaming services and publishers that pre-clear programmes and advertising
- Advertising standards and influencer marketing units that check commercial content, disclosure and sponsorship rules

Course Outline:

Day 1: Media Regulation Models, Regulator Mandates and Licensed Services

- Statutory, Self-Regulation and Co-Regulation Models Compared for Media
- Regulator Mandate Map Covering Broadcast, On-Demand and Print
- Public Interest Tests Behind Media Content Standards
- Licensed Service Inventory by Platform, Reach and Audience
- Regulatory Gap Diagnostic for Current Licensing and Codes

Day 2: Media Licensing Regimes and Licence Condition Design

- Broadcast Licence Types for Commercial, Public and Community Services
- On-Demand Service Notification and Registration Schemes
- Fit and Proper Person Checks for Media Licence Applicants
- Ownership Concentration and Plurality Rules in Licence Award
- Licence Condition Register for Renewal, Variation and Revocation

Day 3: Content Codes, Advertising Rules and Age Classification

- Harm and Offence Code Provisions with Contextual Justification
- Watershed and Access Control Rules for Protecting Minors
- Accuracy, Impartiality and Fairness Code Tests for News
- Advertising Code Checks for Sponsorship, Placement and Misleading Claims
- International Age Rating Coalition Questionnaire for Games and Apps

Day 4: Monitoring, Complaints, Sanctions and Online Platform Problem Cases

- Risk-Based Output Monitoring Schedule and Recording Log
- Complaint Triage Matrix From Intake to Investigation Decision
- Proportionate Sanctions Ladder From Warning to Licence Revocation
- Influencer Disclosure Rules and Advertiser Permit Conditions
- Video-Sharing Platform Duties Including Age Assurance and Reporting

Day 5: Case Study on a Content Standards Compliance and Enforcement Plan

- Case Streaming Service Licence File and Condition Review
- Case Rating Dispute on a Series and Game Classification
- Case Complaint Dossier With Breach Finding and Sanction Recommendation
- Case Influencer Campaign Review Against Advertising Code Clauses
- Content Standards Compliance and Enforcement Plan Completion and Defence

Skills You Will Gain:

- Licence Application Assessment
- Licence Condition Drafting
- Content Code Interpretation
- Age Classification and Content Descriptors
- Output Monitoring Planning
- Complaint Investigation
- Proportionate Sanction Reasoning
- Influencer Advertising Review

Why Attend This Course:

- Present a Content Standards Compliance and Enforcement Plan to the head of content standards or the compliance director for approval
- Decide whether a programme, advertisement or game breaches a code clause, which age category it takes and which sanction fits
- Avoid overturned decisions, inconsistent ratings and delayed complaint findings that expose the unit to appeals and audience distrust
- Equip colleagues with the licence condition register, complaint triage matrix and sanctions ladder used during the case work

Conclusion:

Back at work, the participant hands the head of content standards or the compliance director a Content Standards Compliance and Enforcement Plan that sets licence conditions to check, code clauses to monitor, classification routines, a complaint triage route and a sanctions ladder. Licensing staff use it at renewal, classification officers when rating new titles and enforcement staff when drafting findings. After the first quarter, the unit should review complaint decision times, rating disputes, sanctions upheld on review and repeat breaches against the starting position.

Frequently Asked Questions FAQ:

What should participants know before a media regulation and content standards course?

Participants should already review licence files, programmes, advertisements or complaints at a regulator or media organisation. Bringing an anonymised complaint, rating decision or licence condition list lets them test each case study against their own practice.

How does a media regulation and content standards course differ from a media law and copyright course?

It works from the regulator and compliance side: licences, content codes, age ratings, monitoring, complaints and sanctions. A media law and copyright course helps content teams clear rights and manage defamation risk before publication.

Why do age categories and content descriptors matter in media regulation and content standards?

Age categories tell audiences and parents which ages a film, series or game suits, while content descriptors explain why, such as violence, gambling or in-game purchases. Consistent ratings protect minors and reduce disputes with distributors.

What do participants take back from a media regulation and content standards course?

Participants take back a Content Standards Compliance and Enforcement Plan for a case organisation, with a licence condition register, monitoring schedule, complaint triage matrix and proportionate sanctions ladder ready to adapt to their own unit.