

**Question for written answer E-003116/2025
to the Commission**
Rule 144
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Subject: Impact of the EU's TTPA Regulation on political pluralism and online campaigning

On 25 July 2025, Meta announced that, from October 2025, it will no longer allow political, electoral and social issue advertising on its platforms within the EU. According to the company, this is due to operational and legal uncertainty created by Regulation (EU) 2024/900 on the transparency and targeting of political advertising¹ (TTPA Regulation). Meta considers the regulation unworkable in its current form and warns of severe restrictions on political communication, particularly for smaller parties and lesser-known candidates.

Online political advertising has become a key tool for reaching voters in a cost-effective, targeted and transparent way. Removing it risks reinforcing the dominance of traditional parties with access to TV, press and other mass media, while disadvantaging emerging movements with limited offline visibility.

In the light of these developments, can the Commission clarify the following:

1. Does it consider that banning political advertisements from major online platforms may disproportionately benefit traditional parties and harm electoral fairness for smaller actors?
2. Has it assessed the impact of the TTPA Regulation on political pluralism and fair competition?
3. If Meta proceeds with this ban, how will the Commission justify its claim that the TTPA Regulation enhances pluralism, given its likely opposite effect?

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¹ Regulation (EU) 2024/900 of the European Parliament and of the Council of 13 March 2024 on the transparency and targeting of political advertising (OJ L, 2024/900, 20.3.2024, ELI: <http://data.europa.eu/eli/reg/2024/900/oj>).