

Question for written answer E-003309/2025
to the Commission
Rule 144
Catherine Griset (PfE)

Subject: Non-discriminatory application of EU rules on 'state advertising'

Article 25 of the Media Freedom Act entered into force on 8 August 2025: from now on, all Member States buying advertising from media service providers must in principle do so 'in accordance with transparent, objective, proportionate and non-discriminatory criteria'.

In particular, this means that, in order to strengthen media pluralism, pro-government media outlets should not be given special preference.

In view of the above:

1. Can the Commission guarantee that this positive element in Article 25 will be extended to conservative opposition media outlets or those that are critical of the European Union, given that they currently do not benefit from this boon and are openly discriminated against?
2. Does Article 25 also apply to aid and to advertising bought by the Commission itself?
3. If so, does it not now find itself with a conflict of interests given that it provides the secretariat for the European Board for Media Services, which has the specific task of advising it on the application of the Media Freedom Act?

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