

Question for written answer E-003344/2025
to the Commission
Rule 144
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Subject: Strengthening transparency and accountability in the digital advertising sector through registration and oversight of adtech intermediaries

The EU has advanced frameworks to safeguard rights and media pluralism, yet advertisers remain structurally disempowered despite funding much of the online ecosystem. This imbalance stems from the opaque, complex digital advertising supply chain, where intermediaries and gatekeepers extract value with little transparency, oversight or accountability. Unlike finance and telecommunications, which enforce know your counterparty (KYC) and anti-money laundering rules, the digital advertising sector remains largely unregulated. Addressing this requires mandatory registration of adtech companies and a KYC regime for intermediaries.

Accordingly, several questions arise:

1. How does the Commission evaluate the current obligations of adtech intermediaries regarding transparency, accountability and lawful monetisation, and does the Digital Markets Act advance these objectives?
2. Could current frameworks, such as the Anti-Money Laundering Regulation, the Digital Services Act or the Digital Markets Act, be amended to introduce KYC obligations, especially for automated, cross-border advertisement transactions?
3. What assessment has been made of an EU-wide registration system requiring the disclosure of beneficial ownership and compliance with EU law?

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