

**Question for written answer E-003717/2025
to the Commission**
Rule 144
Kristoffer Storm (ECR)

Subject: Local media must be exempted from EU political advertising rules and implementation must be delayed

I am writing to raise concerns about the European Union's new regulations on political advertising. While transparency and the fight against manipulation are essential, the current rules risk harming local and regional media, which are key pillars of democracy.

The detailed labelling and reporting requirements create administrative and technical burdens that small news organisations often cannot afford. Unlike large technology companies with compliance teams, local outlets often operate with minimal staff and budgets. Immediate implementation of the rules could force many to stop running political advertisements, cutting off vital revenue and reducing citizens' access to local political information.

Under these new rules, local media, which rely on political advertising during election periods, face serious threats to their ability to inform voters. This will likely be the case in the upcoming Danish municipal and regional elections, the first elections in Europe under these rules.

1. Does the Commission have any data on what impact these new rules will have on local and regional journalism?
2. Will it consider exempting local and regional media from the new political advertising rules?
3. Will the Commission allow time for impact assessments and the creation of safeguards that protect local journalism while maintaining transparency?

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