

**Question for written answer E-003935/2025
to the Commission**
Rule 144
Gerben-Jan Gerbrandy (Renew)

Subject: Transparency and targeting of political advertising scope clarification

Starting in October 2025, Meta, following a similar decision by Alphabet, will ban all political, electoral and issue-based advertising in the EU, citing the bureaucratically unworkable requirements of Regulation (EU) 2024/900 on the transparency and targeting of political advertising (TTPA), according to the tech firms.

This decision can result in civil society actors with limited sources that rely on affordable online advertising to push campaigns and inform citizens about scientifically based matters for public interest, such as health, safety or human rights, losing an essential channel of outreach.

1. Does the Commission acknowledge that the combined effect of the TTPA obligations and the withdrawal of major platforms risks undermining democratic pluralism by limiting the ability of societal actors to participate in the public sphere on an equal footing?
2. Which specific safeguards does the Commission intend to introduce to ensure that societal actors with limited resources can continue to advertise transparently and lawfully under the TTPA, without being excluded by major platforms?
3. What concrete guidance or implementing measures will the Commission provide to clarify the scope of 'issue-based' advertising, in particular to ensure that legitimate public interest campaigns (e.g. on health, the environment or safety) are not unduly restricted and, if so, when does the Commission intend to deliver this clarification?

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