

Question for written answer E-003977/2025

to the Commission

Rule 144

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Subject: Implementation of the European Media Freedom Act and protection of media pluralism in Italy

The 2025 Media Pluralism Monitor¹² reports a medium-high level of risk to media pluralism for Italy, due to ownership concentration, lack of transparency and dependence on large online intermediaries.

In the field of digital advertising, the top four operators hold more than 77 % of the market³.

The report notes that the Italian framework does not comply with Article 6 of the European Media Freedom Act (EMFA), which requires Member States to ensure full transparency of media ownership⁴. It also notes that national criteria do not include the protection of editorial independence required by Article 22 of the EMFA⁵. Moreover, the Italian Parliamentary Oversight Committee on RAI is de facto paralysed, as those representing a majority do not provide the quorum required for meetings⁶.

Among the recommendations aimed at Italy, the report proposes: reforming the system of public support to the media in order to strengthen media independence, innovation and economic sustainability; ensuring fair and transparent agreements for the use of journalistic content by digital platforms; ensuring greater transparency of media ownership; and strengthening the independence of AGCOM, including through transparent appointment procedures.

In the light of the above:

1. How will the Commission check Italy's compliance with Articles 6 and 22 of the EMFA?
2. In order to promote independence and innovation, will the Commission support Member States in reforming public support systems for publishing?
3. What steps will the Commission take to ensure transparent and effective agreements between publishers and digital platforms?

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¹ European University Institute.

² <https://cmpf.eui.eu/media-pluralism-monitor/>.

³ Italian Regulatory Authority for Communications (AGCOM), 2024.

⁴ 'Public access to information on beneficial owners remains very limited'.

⁵ 'Lack of a pluralism test that takes account of the independence of editorial teams'.

⁶ Preventing the performance of the functions of monitoring and steering the public service: <https://www.usigrai.it/da-un-anno-la-rai-e-senza-presidente-questo-perche-i-partiti-non-hanno-trovato-un-accordo-su-un-nome-che-per-legge-deve-avere-i-due-terzi-dei-voti-in-commissione-di-vigilanza/>.