

**Question for written answer E-004498/2025/rev.1
to the Commission**

Rule 144

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Subject: Big Tech dominance and AI exploitation undermining Europe's independent media

Europe's independent press and media are a cornerstone of democracy and societal resilience in the information space. Yet their revenue models and financial independence have been undermined by the dominant position of very large online platforms in both information distribution and advertising markets. The Commission is aware of this imbalance of power and of the fact that value is incorrectly distributed across the ecosystem.

The rise of AI tools has deepened the problem. These systems freely use verified, high-quality publishers' content to train their models and, unlike search engines, rarely direct users back to the original sources, thus further cutting publishers' revenues.

The EU has sought to rebalance the playing field through the Copyright Directive, the Digital Media Act, the Digital Service Act, the European Media Freedom Act, and other initiatives. However, these measures have so far failed to close the widening gap between Big Tech and Europe's independent media, which is now at a critical level that threatens the EU's core democratic principles.

Will the Commission incentivise or redirect advertising investment away from foreign platforms toward trusted European editorial media?

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