

**Question for written answer E-004689/2025
to the Commission**
Rule 144
Karin Karlsbro (Renew)

Subject: Circumvention of rules on political advertising

Recent investigations in Sweden indicate that political messages linked to the Swedish political party, *Socialdemokraterna*, have been disseminated through anonymous social media accounts operated via companies connected to the party. These accounts, which resemble independent news sources, do not disclose their political party affiliation.

If such activities fall outside the scope of the Transparency and Targeting of Political Advertising Regulation (TTPA), then this significantly weakens the aim of the regulation. It would suggest that political actors may avoid transparency requirements simply by routing communication through subsidiary companies.

The Commission has stressed the importance of transparent political communication for maintaining trust in democratic processes. Ensuring that the TTPA cannot be circumvented is essential in upholding this objective.

1. Does the Commission consider that political advertising disseminated through companies owned or controlled by political parties falls under the TTPA's transparency obligations, even when the publisher in question is not formally a political actor?
2. If such practices are currently capable of evading the TTPA, does the Commission intend to propose clarifications or amendments to close this loophole?
3. How will the Commission monitor attempts to circumvent the TTPA through similar arrangements in Member States?

Submitted: 25.11.2025