

**Question for written answer E-001769/2026
to the Commission**
Rule 144
Katri Kulmuni (Renew)

Subject: Transparency and targeting of political advertising

Regulation (EU) 2024/900 of the European Parliament and of the Council on the transparency and targeting of political advertising entered into force last autumn. As a result, small local branches of political parties, for example, are required to find space on their meeting notices for large QR codes costing EUR 100. They are also required to produce detailed reports. According to the feedback I have received, these rules are widely perceived as being annoying and pointless.

Although the regulation does not ban political advertising, Facebook, for example, has already banned paid political advertising altogether, at least in part as a result of the regulation.

Political parties are the bedrock of democracy, also in Europe. Many national parties are made up of small local branches whose activities are based on people carrying out voluntary work. They should not have to bear the burden of unnecessary bureaucracy. In general, in a democracy, party activities should not be seen as inherently suspicious, but rather as something worthy of support.

In its reply of 29 January 2026 to Merja Kyllönen's written question (E-004384/2025)¹, the Commission stated that it was in contact with stakeholders as it monitors the application of the regulation. The Commission is also planning to revise the EU public procurement directives in the second quarter of 2026.

With the above in mind:

How does the Commission intend to assess the actual impact that the regulation will have on civil society and establish the extent to which the new rules can effectively prevent electoral interference from outside the EU?

Submitted: 30.4.2026

¹ https://www.europarl.europa.eu/doceo/document/E-10-2025-004384_EN.html.