

**Question for written answer E-003790/2026
to the Commission**
Rule 144
Jorge Martín Frías (Pfe)

Subject: Use of European public funds for institutional campaigns on the ‘free press’

The Commission’s answer to question E-002177/2026¹ does not provide a precise answer as to how the public funds in the ‘Free press. Protect what matters’ campaign are used, nor does it include a response to the question on the Eurobarometer data.

The Commission notes that the total budget for the campaign amounted to ‘approximately’ EUR 33 million and that some EUR 30 million was for dissemination, indicating only that the channels and advertising space were selected to achieve the ‘best possible coverage’. In light of the above:

1. Can the Commission provide the exact amount eventually used for the campaign?
2. The Commission says that the channels and advertising space were selected ‘in full respect of editorial independence’. Which companies, media outlets or other providers received payments under this campaign and what criteria were used to ensure independence?
3. Does the Commission view the 56 % satisfaction rate revealed in the Eurobarometer data to be satisfactory, unsatisfactory or intermediate with regard to its objective of ensuring trust in media freedom, independence and pluralism? If it does not deem any of those categories appropriate, can it give its own assessment of the results?

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¹ https://www.europarl.europa.eu/doceo/document/E-10-2026-002177-ASW_EN.html.