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Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(21.3.2025)

The Commission's rule of law report¹, published annually since 2020 and covering all EU Member States, contains a specific chapter dedicated to media freedom and media pluralism. The report's monitoring permits the Commission to identify issues as they arise, thus acting as a preventative mechanism. Where appropriate, the report has contained specific recommendations addressed to the relevant Member States.

Article 26 of the European Media Freedom Act (EMFA)², applicable from 8 August 2025, requests the Commission to ensure that the internal market for media services, including risks to and progress in its functioning, is independently and continuously monitored. This monitoring exercise will be conducted independently by a specialised academic entity in collaboration with researchers from the Member States based on a set of key performance indicators defined by the Commission in consultation with the European Board for Media Services.

Article 22 of the EMFA obliges Member States to lay down rules which allow for an assessment of media market concentrations that could have a significant impact on media pluralism and editorial independence. Article 6 requires media service providers to make accessible to the recipients of their services up-to-date information on the total annual amount of public funds for state advertising allocated to them and the total annual amount of advertising revenues received from third-country public authorities or entities. Those provisions shall apply from 8 August 2025. The Commission is not considering additional measures at this stage.

¹ https://commission.europa.eu/strategy-and-policy/policies/justice-and-fundamental-rights/upholding-rule-law/rule-law/annual-rule-law-cycle_en#rule-of-law-report

² https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:L_202401083