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Answer given by Mr McGrath
on behalf of the European Commission
(16.10.2025)

Meta's decision to discontinue political advertising on its online platforms in the EU is a commercial decision. The Commission is in contact with Member States and stakeholders to assess the possible impacts of this decision.

The Regulation does not ban political advertisement or prevent platforms from hosting political advertising. It does not introduce any requirements on the content of political adverts.

With the ongoing digital transition, it is essential for people to easily identify whether they are viewing paid political content – both offline and online. By promoting transparency and accountability, the Transparency of Political Advertising Regulation¹ supports a pluralistic, open and fair democratic debate, where freedom of expression is fully guaranteed. It establishes common EU transparency standards, requiring political advertising to be clearly labelled as such and to include information such as who paid for the advertising and how much. This ensures that citizens can exercise their democratic rights in an informed manner.

The Regulation does not affect Member States' rules regulating aspects related to political advertising other than those covered by the Regulation. Such national rules may be related to the conduct and financing of political campaigning, including general bans or restrictions on political advertising during specified periods, known as silence periods, donations from individual campaign donors or prohibitions using commercial advertising for election campaign purposes.

The Commission has issued guidelines² to support all actors to understand and comply with their obligations and will monitor the application of the Regulation.

¹ Regulation (EU) 2024/900 of the European Parliament and of the Council of 13 March 2024 on the transparency and targeting of political advertising. <https://eur-lex.europa.eu/eli/reg/2024/900/oj/eng>.

² Guidelines to support the implementation of Regulation (EU) 2024/900 on the transparency and targeting of political advertising: https://commission.europa.eu/document/0e5bb552-72f5-434e-8778-ed95e2955f25_en.