*(English version)*

**Question for written answer E-003344/25**
**to the Commission**
**Andreas Schwab (PPE)**
*(1 September 2025)*

*Subject:* Strengthening transparency and accountability in the digital advertising sector through registration and oversight of adtech intermediaries

The EU has advanced frameworks to safeguard rights and media pluralism, yet advertisers remain structurally disempowered despite funding much of the online ecosystem. This imbalance stems from the opaque, complex digital advertising supply chain, where intermediaries and gatekeepers extract value with little transparency, oversight or accountability. Unlike finance and telecommunications, which enforce know your counterparty (KYC) and anti-money laundering rules, the digital advertising sector remains largely unregulated. Addressing this requires mandatory registration of adtech companies and a KYC regime for intermediaries.

Accordingly, several questions arise:

1. How does the Commission evaluate the current obligations of adtech intermediaries regarding transparency, accountability and lawful monetisation, and does the Digital Markets Act advance these objectives?

2. Could current frameworks, such as the Anti-Money Laundering Regulation, the Digital Services Act or the Digital Markets Act, be amended to introduce KYC obligations, especially for automated, cross-border advertisement transactions?

3. What assessment has been made of an EU-wide registration system requiring the disclosure of beneficial ownership and compliance with EU law?

Submitted: 1.9.2025

**Answer given by Executive Vice-President Virkkunen on behalf of the European Commission**
*(11 November 2025)*

The Commission monitors compliance of market operators, including as applicable adtech intermediaries, with EU regulations related to advertising transparency, accountability for systemic risks, and lawful use of personal data in monetisation.

The Digital Markets Act (DMA) imposes targeted obligations on gatekeepers improving transparency for advertisers and publishers, restricting data use without consent, and advancing the EU's objective of lawful and transparent monetisation in digital markets.

The Digital Services Act (DSA) ([1]) sets transparency and accountability rules for online advertising. Article 26 ([2]) requires clear identification of advertisers and ads.

Article 30 ([3]) requires online marketplaces to ensure that consumers obtain information on the identification of the relevant trader and make best efforts to assess whether such information is reliable and complete, or face penalties.

Furthermore, under Articles 34 ([4]) and 35 ([5]) of the DSA, providers of very large online platforms and of very large online search engines are required to diligently assess and to put in place effective measures to mitigate the systemic risks stemming from the design, functioning or use made of, their services and related systems, which may include the adaptation of advertising systems.

Adtech intermediaries are currently not within the scope of obliged entities under the Anti-money laundering Directive (AMLD) nor under the future Anti-Money Laundering and Countering the Financing of Terrorism (AML/CFT) framework applying from 2027 ([6]).

The Commission is currently monitoring the implementation of the DSA, the DMA and the AMLD, and may take further action based on their effectiveness once such monitoring exercises have been completed and the results evaluated. It would be premature at this stage to outline any hypothetical forthcoming actions.

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([1]) https://eur-lex.europa.eu/eli/reg/2022/2065/oj/eng.
([2]) https://eur-lex.europa.eu/eli/reg/2022/2065/oj/eng#art_26.
([3]) https://eur-lex.europa.eu/eli/reg/2022/2065/oj/eng#art_30.
([4]) https://eur-lex.europa.eu/eli/reg/2022/2065/oj/eng#art_34.
([5]) https://eur-lex.europa.eu/eli/reg/2022/2065/oj/eng#art_35.
([6]) https://finance.ec.europa.eu/financial-crime/anti-money-laundering-and-countering-financing-terrorism-eu-level_en.