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Answer given by Mr McGrath
on behalf of the European Commission
(11.11.2025)

On 8 October 2025, the Commission published guidelines¹ to support the effective implementation of the Regulation on transparency and targeting of political advertising², which was adopted by the co-legislators in March 2024 and became fully applicable as of 10 October 2025. These guidelines include practical guidance and detailed explanations to support political actors and providers of political advertising services in applying the new rules.

The Regulation sets common EU standards of transparency for political advertising both online and offline, to ensure level playing field among relevant actors. As reflected in the accompanying impact assessment³, the Commission took into account the possible impact of its proposal for this Regulation on small service providers. Section 3.4 of the guidelines explains how the new rules, as adopted by the co-legislators, take into account the specificities of small actors and provide for tailored requirements (e.g. exemption from record-keeping obligations, limited data retention obligations, limited reporting obligations).

The Commission will actively continue to provide support, with Member States, economic operators, to ensure the smooth application of the rules. A new stakeholder Expert Group will be established by the Commission to monitor and collect practical feedback on the application of the Regulation. The Commission will also organise an implementation dialogue in 2026 to draw insights from the application of the rules, including by local and regional media.

¹ C(2025) 6829 final – Communication from the Commission - Guidelines to support the implementation of Regulation (EU) 2024/900 on the transparency and targeting of political advertising.

² Regulation (EU) 2024/900 on the transparency and targeting of political advertising <https://eur-lex.europa.eu/eli/reg/2024/900/oj/eng>.

³ <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52021SC0355>.