

(English version)

**Question for written answer E-003935/25
to the Commission
Gerben-Jan Gerbrandy (Renew)
(8 October 2025)**

Subject: Transparency and targeting of political advertising scope clarification

Starting in October 2025, Meta, following a similar decision by Alphabet, will ban all political, electoral and issue-based advertising in the EU, citing the bureaucratically unworkable requirements of Regulation (EU) 2024/900 on the transparency and targeting of political advertising (TTPA), according to the tech firms.

This decision can result in civil society actors with limited resources that rely on affordable online advertising to push campaigns and inform citizens about scientifically based matters for public interest, such as health, safety or human rights, losing an essential channel of outreach.

1. Does the Commission acknowledge that the combined effect of the TTPA obligations and the withdrawal of major platforms risks undermining democratic pluralism by limiting the ability of societal actors to participate in the public sphere on an equal footing?

2. Which specific safeguards does the Commission intend to introduce to ensure that societal actors with limited resources can continue to advertise transparently and lawfully under the TTPA, without being excluded by major platforms?

3. What concrete guidance or implementing measures will the Commission provide to clarify the scope of 'issue-based' advertising, in particular to ensure that legitimate public interest campaigns (e.g. on health, the environment or safety) are not unduly restricted and, if so, when does the Commission intend to deliver this clarification?

Submitted: 8.10.2025

**Answer given by Mr McGrath on behalf of the European Commission
(9 December 2025)**

Regulation (EU) 2024/900 ⁽¹⁾ establishes common transparency standards for political advertising offline and online, requiring political ads to be clearly labelled and accompanied by other information such as who paid for the ads and how much, and whether they were targeted toward a specific audience.

The regulation does not ban political ads, nor does it regulate the content of political ads or impose general monitoring obligations on online platforms.

The new rules will help to protect the integrity of electoral processes and support an open democratic debate.

On 8 October 2025, the Commission adopted guidelines ⁽²⁾ to support the effective implementation of the regulation. They offer practical explanations on how to identify a political ad and clarify the transparency and due diligence obligations, to help those sponsoring ads — such as political actors — and providers of political advertising services to comply with the new rules.

The guidelines also clarify the obligations applicable to online platforms when they act as providers of advertising services, to support and ease compliance with the new rules.

The Commission will closely liaise with stakeholders and Member States to monitor and support the application of the regulation and it will organise an implementation dialogue in 2026 to draw insights as necessary from the application of the rules.

The decisions of certain companies to discontinue offering political advertising services on their online platforms are commercial decisions.

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.

The Commission is aware of the concerns raised by several civil society organisations about the impact of these decisions. The Commission will continue discussion with these companies on this topic.
