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Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(15.12.2025)

The effective implementation of the European Media Freedom Act (EMFA)¹ is a priority for the Commission. It is carrying out a dialogue with all Member States to make sure that their legal and institutional frameworks are aligned with the EMFA and facilitate its application at national level. This dialogue concerns all relevant aspects of the EMFA, including the rules on media ownership transparency and media market concentrations.

The responsibility for ensuring that the media sector can provide independent and pluralistic information while competing in open and efficient markets lies primarily with Member States. EU State aid rules clarify the conditions under which public support may be granted by Member States, and the Commission has approved a significant number of aid schemes for the press sector. Moreover, through programmes such as Creative Europe², the EU provides funding to foster media innovation and resilience. Initiatives such as the Journalism Partnerships action³ (the yearly call for proposals is currently open) encourages media to collaborate and test business models to strengthen their financial independence. Looking ahead, the Commission will reinforce financial support for journalism under the new Media Resilience Programme, which will bridge current support to media with the increased funding proposed in the new Multiannual Financial Framework.

The Commission is monitoring the implementation of press publishers' rights across the EU. The effectiveness of the Directive on Copyright in the Digital Single Market⁴ will be assessed, taking into account market developments. The Commission is also monitoring under competition rules conducts from dominant platforms that might affect publishers.

¹ Regulation (EU) 2024/1083, <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32024R1083>.

² <https://culture.ec.europa.eu/creative-europe>.

³ <https://digital-strategy.ec.europa.eu/en/funding/call-proposals-journalism-partnerships-collaborations-2026>.

⁴ Directive (EU) 2019/790, <https://eur-lex.europa.eu/eli/dir/2019/790/oj/eng>.