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Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(15.1.2026)

The Commission has already put forward or envisaged initiatives to support the media sector. The European Media Freedom Act¹ establishes unprecedented safeguards for media freedom, independence and pluralism within the EU internal market. Moreover, the Commission recently put forward a proposal, AgoraEU, to significantly boost funding for media as part of the next budget².

It also announced³ that it will launch a new Media Resilience Programme to support independent journalism. In the context of the evaluation and review of the Audiovisual Media Services Directive⁴, it will assess ways to strengthen the prominence of media services of general interest and modernise advertising rules with a view to foster the sustainability of EU media. Moreover, it just launched a study to support the review of the 2019 Copyright Directive⁵, among other to assess its impact on the relevant stakeholders, including the media sector.

The Commission is also closely monitoring the impact of artificial intelligence (AI) on the media sector. This includes both opportunities and risks that AI brings, including loss of referral traffic, declining revenues and impacts on the sustainability of the media sector. The Commission is investigating these issues in the context of its enforcement of the Digital Markets Act (DMA)⁶, including in a recent investigation to assess whether Google Search site reputation abuse policy impairs in an unfair, unreasonable and discriminatory manner publishers' freedom to conduct their business and their ability to freely decide on the means of monetising their websites and content⁷. Finally, the Commission launched on 9 December 2025 an investigation under article 102 TFEU of the way in which Google uses publishers' content in its AI Overviews and AI Mode products⁸.

¹ Regulation (EU) 2024/1083 of the European Parliament and of the Council of 11 April 2024 establishing a common framework for media services in the internal market and amending Directive 2010/13/EU (European Media Freedom Act), OJ L, 2024/1083, 17.4.2024.

² Proposal for a Regulation of the European Parliament and of the Council establishing the 'AgoraEU' programme for the period 2028-2034, and repealing Regulations (EU) 2021/692 and (EU) 2021/818.

³ COM/2025/870 final.

⁴ Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive), OJ L 95, 15.4.2010, pp. 1–24, as amended by Directive (EU) 2018/1808.

⁵ Directive (EU) 2019/790 of the European Parliament and of the Council of 17 April 2019 on copyright and related rights in the Digital Single Market and amending Directives 96/9/EC and 2001/29/EC, OJ L 130, 17.5.2019, pp. 92–125.

⁶ Regulation (EU) 2022/1925 of the European Parliament and of the Council of 14 September 2022 on contestable and fair markets in the digital sector and amending Directives (EU) 2019/1937 and (EU) 2020/1828 (Digital Markets Act), OJ L 265, 12.10.2022, pp. 1–66.

⁷ https://ec.europa.eu/commission/presscorner/detail/en/ip_25_2675.

⁸ https://ec.europa.eu/commission/presscorner/detail/en/ip_25_2964.