

(English version)

**Question for written answer E-004549/25
to the Commission
Virginie Joron (PFE)
(14 November 2025)**

Subject: Registration of subsidised media in the Transparency Register?

Whether in Brussels or Paris, many media outlets are subsidised by public or private funds and organise conferences on European policies. The Commission is reported to have invested EUR 210 million in various media between 2021 and 2027. It is understood that Euractiv received EUR 40 million in 10 years ⁽¹⁾.

Alongside their journalism work, many journalists have second jobs as moderators, for which they earn between EUR 500 and EUR 4 000 per event. According to Grok, Fleishman-Hillard pays EUR 2 200 before tax.

In addition, during their careers journalists join non-governmental organisations (NGOs) or lobby groups, and vice versa.

For example, Georges Soros' Open Society Foundations says that in 2014 it provided by USD 130 992 in funding for the founder of *EUobserver* ⁽²⁾. Lisbeth Kirk became Vice-President of an obscure NGO, the European Citizen Action Service, which says that it has received EUR 1.2 million from the Commission, and whose President, Assya Kavrakova, has worked at the Open Society Institute and the US Agency for International Development ⁽³⁾. The former Head of Cabinet of Belgium's Macronist Prime Minister Guy Verhofstadt was editor-in-chief of *EUobserver* before joining the notorious company Avisa Partners, which has been accused of manipulating Wikipedia ⁽⁴⁾ ⁽⁵⁾.

1. Why does the Commission exempt media outlets from registering in the Transparency Register when the Interinstitutional Agreement provides for just such registration in the case of those that organise communication campaigns or events with the institutions?

2. Why does it not ask for mandatory labelling of EU-subsidised media?

Submitted: 14.11.2025

**Answer given by Mr Šefčovič on behalf of the European Commission
(13 January 2026)**

1. The Commission does not exempt media companies from registering in the Transparency Register ⁽¹⁾. The rules governing the eligibility to register in the Transparency Register are set out in the applicable Interinstitutional Agreement ⁽²⁾.

The Transparency Register covers interest representation activities including organising communication campaigns or preparing communication or information materials. Where a media company is acting in its own interest with the objective of influencing EU policy or legislation or the Commission's decision-making process, it is expected to register in the Transparency Register. Registration is mandatory, however, for holding any related meetings with the Commission. Press interviews or individual activities exclusively related to academic or journalistic purposes, or to exercise a right (including to petition the European Parliament), are not interest representation activities covered by the Transparency Register.

2. The Commission requires that all EU co-financed news media projects are transparent and mention EU co-financing on project communication and promotion materials. The journalistic work should be done in line with journalistic standards and with complete editorial independence, as set out in grant agreements.

All recipients of EU funding have a general obligation to acknowledge the origin and ensure the visibility of any EU funding received.

¹ <https://www.euractiv.com/news/money-for-nothing-commission-pours-millions-into-struggling-eu-media/>

² <https://www.fpoe.eu/wp-content/uploads/2016/08/Open-Society-Initiative-for-Europe-List-of-European-Elections-2014-Projects.pdf>

³ <https://ecas.org/team/assya-kavrakova/>; https://transparency-register.europa.eu/search-register-or-update/organisation-detail_en?id=47003483702-10;
<https://euobserver.com/eu-political/ar4c4dbb21>; <https://www.opensocietyfoundations.org/uploads/cf533b00-2578-480d-88ef-f00bae85ce3d/open-society-initiative-for-europe-2014-20170424.pdf>

⁴ <https://euobserver.com/eu-and-the-world/arf3a4b147>; https://nl.wikipedia.org/wiki/Koert_Debeuf; <https://www.act4hope.org/2024/01/31/koert-debeuf/>

⁵ <https://www.radiofrance.fr/franceinter/avisa-partners-la-manipulation-de-l-information-made-in-france-9400223>

⁽¹⁾ <https://transparency-register.europa.eu>.

⁽²⁾ OJ L 207, 11.6.2021, pp.1-17, https://eur-lex.europa.eu/eli/agree_interinsttit/2021/611/oj/eng.