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E-004665/2025

Answer given by Executive Vice-President Virkkunen  
on behalf of the European Commission  
(27.1.2026)

In 2025 the Commission adopted several measures to address issues that publishers face online.

Under the Digital Markets Act (DMA)<sup>1</sup>, the Commission preliminarily found that Alphabet self-preferences its own services over third-party services on Google Search. The Commission also opened an investigation concerning Google's 'site reputation abuse' policy which demotes publishers cooperating with commercial partners on Google Search. The Commission also opened an antitrust investigation to assess whether Alphabet distorts competition by imposing unfair terms on publishers or granting itself privileged access to content. It also fined Google EUR 2.95 billion over abusive practices in online advertising technology in September 2025.

Moreover, the European Media Freedom Act<sup>2</sup> strengthens the position of independent media providers in relation to very large online platforms (VLOPs) and it upholds the right of citizens to receive information in line with editorial standards. Providers of VLOPs must also explain to media services the reasons why they consider content uploaded to their platforms incompatible with their terms before removing or demoting that content and give those providers 24 hours to respond.

In addition, under the Digital Services Act (DSA)<sup>3</sup>, users and organisations of an online platform service have the right to lodge a complaint with that platform provider against a decision to remove or disable their content. The DSA also requires VLOPs providers and very large online search engines to assess and mitigate the systemic risks, including those affecting the freedom and pluralism of the media.

The Commission monitors compliance with digital rules and the impact of artificial intelligence on the media sector. The Commission will conclude the DMA review in 2026 and the DSA review in 2027.

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<sup>1</sup> [https://digital-markets-act.ec.europa.eu/index\\_en](https://digital-markets-act.ec.europa.eu/index_en).

<sup>2</sup> [https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/new-push-european-democracy/protecting-democracy/european-media-freedom-act\\_en](https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/new-push-european-democracy/protecting-democracy/european-media-freedom-act_en).

<sup>3</sup> <https://eur-lex.europa.eu/eli/reg/2022/2065/oj/eng>.