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Answer given by Mr McGrath
on behalf of the European Commission
(10.2.2026)

The European Democracy Shield is designed in full respect of the allocation of competences between the EU and its Member States. It stresses that Foreign Information Manipulation and Interference (FIMI) and disinformation campaigns are often enabled by manipulation techniques, like AI-generated content or AI-driven amplification. The EU has a strong regulatory framework to address these challenges, including the AI Act¹ and the Digital Services Act². In addition, the Regulation on political advertising³ provides that political advertising must be clearly labelled and include information on who paid for it and whether targeting or ad-delivery techniques have been used.

Building on this framework, the European Democracy Shield sets out further measures, including work with signatories of the Code of Conduct on Disinformation⁴ to improve the detection and labelling of AI-generated and manipulated content on social media. Furthermore, the Commission announced guidance on the use of AI in electoral processes.

The European Centre for Democratic Resilience will provide a framework for cooperation and coordination among participating Member States and EU institutions and bodies, in full respect of the allocation of competences.

Under the European Democracy Shield, support to free and independent media and media pluralism is a priority, building on the EU regulatory and policy framework. To further support the viability of the media sector, the Commission will assess ways to strengthen the prominence of media services of general interest and modernise advertising rules as part of the evaluation and upcoming review of the Audiovisual Media Services Directive⁵.

¹ Regulation (EU) 2024/1689 of the European Parliament and of the Council of 13 June 2024 laying down harmonised rules on artificial intelligence, OJ L, 2024/1689, 12.7.2024.

² Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market for Digital Services, OJ L 277, 27.10.2022, pp. 1–102.

³ Regulation (EU) 2024/900 of the European Parliament and of the Council of 13 March 2024 on the transparency and targeting of political advertising (OJ L, 2024/900, 20.3.2024, ELI: <http://data.europa.eu/eli/reg/2024/900/oj>).

⁴ <https://disinfocode.eu/the-code>.

⁵ Directive (EU) 2018/1808 of the European Parliament and of the Council of 14 November 2018 amending Directive 2010/13/EU 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) in view of changing market realities, OJ L 303, 28.11.2018, pp. 69–92.