

EN

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Answer given by Executive Vice-President Virkkunen  
on behalf of the European Commission  
(23.2.2026)

The Media Board has not, at this stage, been consulted or informed by the French authorities under Article 22 of European Media Freedom Act (EMFA)<sup>1</sup> concerning the envisaged acquisition of the magazine ‘Challenges’. It is for Member States to enable an appropriate national assessment of media market concentrations falling within the scope of Article 22. The Commission remains in close contact with the French authorities regarding the designation of the competent national authority foreseen by the EMFA.

In the absence of an assessment by the national regulatory authority or body concerned or a consultation of the Media Board under Article 22, the Media Board shall draw up, on its own initiative or at the request of the Commission, an opinion on the impact of a media concentration on media pluralism and editorial independence, where the concentration is likely to affect the functioning of the internal market for media services. Currently, the Commission has not requested the Media Board to draw up an opinion on this acquisition. The Commission continues to closely monitor the application of the EMFA in France and in all Member States and will follow up as appropriate.

The EMFA is without prejudice to the application of EU competition law, including Regulation (EC) No 139/2004 on merger control, which applies in parallel.

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<sup>1</sup> <https://eur-lex.europa.eu/eli/reg/2024/1083/oj/eng>.