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Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
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Citizens rely increasingly on online platforms and influencers to access information and form their opinions on a wide range of issues. The increased use of those services has resulted in risks and challenges for citizens, free media and the society as a whole.

The EU has a robust legal framework to address these challenges. The Digital Services Act¹ (DSA) - the EU's flagship legislation on the responsibilities of online platforms - inter alia requires very large online platforms to assess and mitigate risks stemming from their service, for example related to influencer programmes. The protection of minors Guidelines² recommends measures to online platforms concerning influencers. In addition, the Audiovisual Media Services Directive (AVMSD)³ also covers influencers when they qualify as audiovisual media services. The Political Advertising Regulation⁴ also contains obligations for influencers if political messages are published by them in exchange for monetary benefits or benefits in kind⁵. Moreover, with the EU Influencer Legal Hub the Commission provides material to facilitate compliance with EU consumer law by influencers.

The role of influencers will be considered in the AVMSD review and in the Digital Fairness Act to complement existing EU rules. The Commission will support the setting up of a voluntary network of influencers to raise awareness about relevant EU rules. It will encourage ethical standards and voluntary commitments, including regarding information integrity, and support work by influencers to promote digital literacy. Additionally, the Commission will provide updated Guidelines for teachers and educators on tackling disinformation and promoting digital literacy which will cover the role of influencers.

¹ Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market For Digital Services and amending Directive 2000/31/EC (Digital Services Act), OJ L 277, 27.10.2022, pp. 1–102.

² Guidelines on measures to ensure a high level of privacy, safety and security for minors online, pursuant to Article 28(4) of Regulation (EU) 2022/2065, C/2025/5519.

³ 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.

⁴ 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.

⁵ Guidelines to support the implementation of Regulation (EU) 2024/900 on the transparency and targeting of political advertising, C(2025) 6829 final.