

(English version)

**Question for written answer E-000976/26
to the Commission
Catherine Griset (Pfe)
(10 March 2026)**

Subject: Developing European online video-sharing platforms

YouTube, TikTok and Instagram were designated as ‘Very Large Online Platforms’ in 2023 under the Digital Services Act ⁽¹⁾.

However, this designation cannot conceal what is most important here — namely the absence of any large European online video-sharing platform. Once more, we are regulating a market without generating competition against US platforms.

The European Union none the less boasts many content creators who are seeking to monetise their work ⁽²⁾. France alone is home to 150 000 of these professional creators.

These creators are structurally reliant on large US platforms who reap the advertising revenue and arbitrarily set the conditions for monetisation, moderation and content promotion.

In order to facilitate the emergence of European online video-sharing platforms:

1. Will the Commission implement an economic and regulatory environment that is both open and flexible?
2. Would it consider following the example of X, which has committed to regularly publishing its recommendation algorithm to make it fully transparent?
3. Why has competition law failed to prevent this market from becoming an oligopoly?

Submitted: 10.3.2026

**Answer given by Executive Vice-President Virkkunen on behalf of the European Commission
(19 May 2026)**

The upcoming Audiovisual Media Services Directive ⁽¹⁾ review will aim to streamline the regulatory framework for video-sharing platforms to ease complexity as well as compliance burden for businesses.

Additionally, the review will consider the emerging role of content creators in the audiovisual media landscape, to ensure that the rules applicable to them are fit for purpose, while protecting audiences and fostering creativity. In addition, the EU supports the audiovisual sector through different programmes, currently mainly via Creative Europe’s MEDIA strand ⁽²⁾.

The Digital Services Act ⁽³⁾ requires providers of online platforms to set out in their terms and conditions the main parameters used in their recommender systems, including the most significant criteria in determining which content is suggested to users.

Very large online platforms and very large online search engines are also required to assess and mitigate systemic risks stemming from their services, including those related to recommender systems.

In January 2026, the Commission extended its investigation into X’s compliance with its recommender systems’ risk management obligations.

The Digital Markets Act ⁽⁴⁾ also applies to YouTube, TikTok and Instagram to ensure that these services are contestable and do not impose unfair conditions on content creators and audiences.

EU competition law does not prohibit dominant positions as such. If a company acquires a strong position lawfully, this is authorised. However, once companies become dominant, they have the responsibility to avoid abusing that position.

¹ https://ec.europa.eu/commission/presscorner/detail/en/ip_23_2413.

² <https://siecledigital.fr/2026/02/19/les-createurs-de-contenus-trop-dependants-des-plateformes-pour-lautorite-de-la-concurrence/>.

⁽¹⁾ 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 <https://eur-lex.europa.eu/eli/dir/2018/1808/oj/eng>.

⁽²⁾ <https://culture.ec.europa.eu/creative-europe/creative-europe-media-strand>.

⁽³⁾ 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) <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32022R2065>.

⁽⁴⁾ Regulation (EU) 2022/1925 of the European Parliament and of the Council of 14 September 2022 on contestable and fair markets in the digital sector and amending Directives (EU) 2019/1937 and (EU) 2020/1828 (Digital Markets Act) (Text with EEA relevance) available at <https://eur-lex.europa.eu/eli/reg/2022/1925/oj/eng>.

The Commission enforces Article 102 of the Treaty on the Functioning of the EU vigorously in digital markets. It also enforces merger control in the digital sector. The Commission can block such mergers if the parties do not offer suitable commitments.
