

EN
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Answer given by Mr McGrath
on behalf of the European Commission
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Regulation (EU) 2024/900 on the transparency and targeting of political advertising¹ establishes common transparency and accountability standards of political advertising services. The guidelines² adopted by the Commission in October 2025 to support the effective implementation of the Regulation clarify the obligations for sponsors, including political actors, as well as other entities engaging in political advertising activities.

Such obligations, primarily relate to declaring political advertising and providing the information necessary for providers of political advertising services to ensure compliance with their transparency or due diligence obligations. In this regard, the guidelines clarify that reporting, labelling and record keeping obligations are only applicable to service providers, not to the political actors or entities requesting such services.

The Regulation also contributes to the prevention of electoral interference from outside the EU, by introducing an obligation for third-country service providers to designate a legal representative in one of the Member States where they offer their services, and by prohibiting political advertising service providers from engaging with sponsors from third countries during the three months leading up to any election or referendum in a Member State.

Under Article 27 of Regulation (EU) 2024/900, the Commission will submit a report on the evaluation and review of the Regulation to the European Parliament and to the Council within two years after the next elections to the European Parliament. The Commission will also organise, in 2026, an implementation dialogue to draw insights from the application of the rules.

¹ https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=OJ:L_202400900.

² https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:C_202505514.