

(English version)

**Question for written answer E-001976/26
to the Commission
Fabio De Masi (NI)
(12 May 2026)**

Subject: Commission spending on promotional and information campaigns since July 2024

Since July 2024, the Commission has put out various promotional and information campaigns, including ones with slogans such as ‘Free press: protect what matters’.

1. How much are the agency fees?
2. What is the overall expenditure on promotional measures (including print, radio, television and online advertising)?
3. What are the costs associated with promotional films and audiovisual productions?

Submitted: 12.5.2026

**Answer given by President von der Leyen on behalf of the European Commission
(5 August 2026)**

Since July 2024, the Commission rolled out two corporate communication campaigns: ‘NextGenerationEU’ and ‘Protect What Matters: Democracy’.

The total cost for these campaigns, including creative development, production and media dissemination across 27 Member States, different waves and 24 official languages, amounted to EUR 58.7 million.

This figure includes all print and online advertising as well as audiovisual production. There was no radio or television advertising for these campaigns.

For the design and implementation of its campaigns, the Commission selects communication agencies according to the procurement rules set out in the Financial Regulation ⁽¹⁾.

Publishing detailed unit prices or fees may reveal the contractor’s pricing model, margins, discounts, or commercial strategy, thereby prejudicing its legitimate commercial interests, and this may distort fair competition between economic operators.

⁽¹⁾ <https://eur-lex.europa.eu/legal-content/en/TXT/?uri=CELEX%3A32024R2509>.