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E-002185/2026

Answer given by Mr McGrath
on behalf of the European Commission
(27.7.2026)

Regulation (EU) 2024/900¹ provides for EU common standards on transparency of political advertising services. Political parties typically act as sponsors of political ads and as such only have to comply with the obligations applicable to sponsors. In particular, they have to ensure the truthfulness and accuracy of the relevant information provided to providers of political advertising services but are not responsible for labelling of the political advertisements.

The legislative proposal was accompanied by an impact assessment, which assessed the impact of the policy measures considered². To gather evidence and reach out to key stakeholders, the Commission conducted broad consultation activities on issues related to political advertising, as well as bilateral meetings with stakeholders, including political actors at EU level. Details of consultation activities are available in annex 2 of the impact assessment. The preparation of the impact assessment was also supported by an external study which, among others, assessed the impact of the different policy options per relevant actor, including national political parties.

The Commission published practical guidelines³ to clarify the rules and obligations. The guidelines, which were drafted based on feedback received by stakeholders including political actors, support all actors under the scope of the regulation to understand and comply with their obligations.

The Commission has been actively engaging with relevant stakeholders to provide additional guidance and support as regards the application of the Regulation. The Commission will also organise an implementation dialogue in 2026 to draw insights as necessary 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=SWD%3A2021%3A0355%3AFIN#footnoteref60>.

³ https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:C_202505514.