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Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(5.2.2026)

The European Media Freedom Act (EMFA)¹ requires Member States to establish rules enabling the assessment of media market concentrations that could have a significant impact on media pluralism and editorial independence. National regulatory authorities or bodies must be made responsible for or be substantively involved in this assessment, with the prior consultation of the European Media Board where the concentration is likely to affect the functioning of the internal market for media services. In the framework of an ongoing monitoring exercise, the Commission continues to engage with all Member States, including Italy, to ensure the respect of EMFA provisions.

The Commission continually monitors respect for media freedom and pluralism in all Member States and engages bilaterally with them to discuss its concerns and how they should be addressed. The results of this monitoring are reported in the media pillar of the annual Rule of Law Report, which also addresses recommendations to Member States in areas where progress is considered necessary, and which has to be taken into account in the assessment under Art. 22 EMFA.

The independence of the press and editorial freedom are core principles under EU law. The EMFA strengthened safeguards against undue political or economic interference while safeguarding the independence and pluralism of media services. The Commission closely monitors the implementation of these safeguards. The Commission has also assessed the impact on quality of content and editorial diversity in media merger cases under the EU Merger Regulation². As announced in the European Democracy Shield³, the Commission will also deploy its financial tools to support the economic resilience of the media sector in the EU and beyond.

¹ Regulation (EU) 2024/1083 of the European Parliament and the Council of 11 April 2024 establishing a common framework for media services in the internal market and amending Directive 2010/13/EU (European Media Freedom Act), OJ L 1083, 17/04/2024.

² Council Regulation (EC) No 139/2004 of 20 January 2004 on the control of concentrations between undertakings (the ‘Merger Regulation’) (OJ L 24, 29.1.2004, p. 1).

³ JOIN(2025) 791 final.