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P-001430/2026

Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(29.5.2026)

Owing to the fact that Article 23 of the European Media Freedom Act¹ (EMFA) applies where no national assessment or consultation under Article 22 of the EMFA has taken place, the Commission considers that it can apply where the national systems to which the Honourable Member refers are not yet fully operational. In particular, the European Board for Media Services (the Media Board) may act on its own initiative, and the Commission may request the Media Board to issue an opinion or issue its own. These mechanisms, together with structured cooperation and information exchange between the Media Board, national regulatory authorities and the Commission, ensure that concentrations likely to affect the internal market for media services can be assessed for their impact on media pluralism and editorial independence.

At this stage, the Commission has not requested opinions from the Media Board and remains in close dialogue with national authorities. The use of the instruments provided for by Article 23 of the EMFA is not automatic but depends on an assessment of the added value and necessity of EU-level intervention, in line with the principles of subsidiarity and proportionality.

The Commission stands ready to make use of those instruments where appropriate to ensure the effective application of the EMFA. The EMFA is without prejudice to the application of EU competition law, including Regulation (EC) No 139/2004² on merger control, which applies in parallel.

¹ Regulation (EU) 2024/1083 of the European Parliament and of 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).

² Council Regulation (EC) No 139/2004 of 20 January 2004 on the control of concentrations between undertakings (the EC Merger Regulation).