

Question for written answer E-009011/2016
to the Commission
Rule 130
Sorin Moisă (S&D)

Subject: Dissemination of information through television advertising

Now more than ever, EU citizens feel somewhat disconnected from the important developments taking place at EU level, and they often criticise European institutions for their lack of transparency and failure to adjust to the realities of each Member State.

In some European countries, television advertising could be used as a valuable tool to disseminate information about the EU policy agenda, but the Commission is drastically neglecting its potential informational benefits despite the availability of videos that could be broadcast on national television¹.

1. What are the main channels used by the Commission to disseminate information about the EU policy agenda (e.g. climate targets, energy strategies, digital priorities, etc.) to European citizens?
2. Has the Commission taken television advertising into consideration for the above-mentioned purpose?

¹ e.g. <https://ec.europa.eu/energy/en/topics/energy-strategy/energy-security-strategy>