Political ads: Internal Market MEPs to start discussions on draft law on 10 January

The Commission will present its proposal on political advertising to MEPs in the lead Internal Market and Consumer Protection Committee on Monday.

A legislative proposal on the transparency and targeting of political advertising, tabled by the Commission on 25 November 2021, would require any political advert to be clearly labelled as such and include information such as who paid for it and how much. The proposed rules will create a more secure environment for consumers, as they also include measures concerning the use of amplification techniques.

Under these rules, it would be mandatory to include into the advertisements clear information on what basis a person is targeted. It would also become mandatory to publish which groups of individuals were targeted, on the basis of which criteria, and with what amplification tools or methods. This proposal complements the Digital Services Act (DSA) as it establishes specific rules for political advertising, building on the general horizontal rules set out in the DSA.

A Eurobarometer survey published in March 2021 showed that nearly four in ten Europeans were exposed to content that they could not easily determine as being a political advertisement.

The European Parliament - where the Internal Market and Consumer Protection Committee is in the lead, with rapporteur Sandro Gozi (Renew, FR) – will formulate its position on the proposal before entering negotiations with the Council to reach a final agreement. The aim is for the new rules to enter into force before the next European elections in 2024.

Presentation of the proposal on political advertising to Parliament's lead committee

When: Monday, 10 January 2022, from around 14.30

Where: Brussels, European Parliament, ANTALL building, room 2Q2 (with remote participation of Members)

Live streaming on Parliament's Multimedia Centre

EU Digital COVID Certificate to enter Parliament
As of 3 November, all people entering Parliament’s buildings are requested to present a valid EU Digital COVID Certificate, including journalists. The EU Digital COVID Certificate proves that a person is either fully vaccinated, has immunity after having recovered from COVID-19 or can show a recent negative PCR test result. Both digital and paper formats of the EU Digital COVID Certificate or of a recognised equivalent certificate will be accepted.

A proof of a negative result of a PCR test carried out within the last 72 hours in Belgium, Luxembourg or France will also be accepted. Please note that the existing precautionary measures, including the compulsory wearing of a medical face mask and temperature checks at entrances, remain in place.

Further information
- Commission’s proposal
- Procedure file
- Committee on the Internal Market and Consumer Protection

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