

## Annex 1: List of stakeholders consulted

Type of stakeholder	Number of interviews conducted per stakeholder type <sup>1</sup>
International organisations or EU Institutions	13
Member States Administrations	9
Political parties and candidates	7
Other political actors <sup>2</sup>	3
Civil society organisations <sup>3</sup>	7
Academia	4
Service Providers <sup>4</sup>	22
<b>TOTAL</b>	<b>65</b>

Type of stakeholder	Stakeholder
International organisations or EU Institutions	IDEA International
International organisations or EU Institutions	UNESCO
International organisations or EU Institutions	EEAS
International organisations or EU Institutions	INGE Committee
International organisations or EU Institutions	DG JUST
International organisations or EU Institutions	DG CONNECT
International organisations or EU Institutions	DG COMM (European Commission)
International organisations or EU Institutions	DG COMM (European Parliament)
International organisations or EU Institutions	JRC
International organisations or EU Institutions	APPF
Member States Administrations	Chambre des Représentants (BE)
Member States Administrations	Ministry of State (LU)
Member States Administrations	The Council for Broadcasting and Retransmission (SK)
Member States Administrations	Central Government Department of Housing, Local Government Department and Heritage. Electoral Law, Electoral matters (IE)
Member States Administrations	Information Commissioner (SI)

<sup>1</sup> Some stakeholders were consulted twice on different aspects. Different departments of some organisations were contacted too.

<sup>2</sup> Political actors other than political parties that seek online political advertising services active in issue-based advertisement

<sup>3</sup> Civil society organisations whose activity revolves around online political advertising

<sup>4</sup> Including umbrella organisations that represent at least 9000 organisations and 131 000 employers from the digital advertising sector and approximately 5000 broadcasting organisations

Type of stakeholder	Stakeholder
Member States Administrations	Permanent Electoral Authority (RO)
Member States Administrations	National Electoral Commission (PL)
Member States Administrations	Ministry of the Interior and Kingdom Relations (NL)
Political parties and candidates	MEP Gregorova
Political parties and candidates	MEP Peksa
Political parties and candidates	MEP Bilčík
Political parties and candidates	Former MEP Miranda
Political parties and candidates	ALDE
Political parties and candidates	ECR
Political parties and candidates	EPP
Other political actors	ILGA
Other political actors	Young European Federalists
Other political actors	European Youth Forum
Civil society organisations	EU DisinfoLab
Civil society organisations	ePaństwo Foundation (PL)
Civil society organisations	AMO (CZ)
Civil society organisations	European Federation of Journalists
Civil society organisations	Wikimedia
Civil society organisations	Avaaz
Academia	Anonymised
Academia	Anonymised
Academia	Anonymised
Service Providers <sup>5</sup>	ACTE
Service Providers	DDMA
Service Providers	EASA
Service Providers	EDAA
Service Providers	EACA
Service Providers	IAB
Service Providers	Google
Service Providers	Facebook
Service Providers	FEDMA
Service Providers	Twitter
Service Providers	WFA

<sup>5</sup> Including umbrella organisations that represent at least 9000 organisations and 131 000 employers from the digital advertising sector and approximately 5000 broadcasting organisations

Type of stakeholder	Stakeholder
Service Providers	European Newspaper Publishers Association// European Magazine Media Association
Service Providers	AER
Service Providers	EBU
Service Providers	eXplain
Service Providers	techPolitics LLP
Service Providers	Anonymous political consultancy
Service Providers	Anonymous political consultancy