European Commission

Implementation Dialogue on the Political Advertising Regulation

IMPLEMENTATION DIALOGUES
Ready to listen

4 November 2026, Brussels

Summary conclusions

The Implementation Dialogue on the application of the Political Advertising Regulation was held on 4 November 2026 in Brussels and chaired by Commissioner McGrath. The meeting was attended by 30 stakeholders, representing political advertising providers, sponsors, election observers, civil society, national authorities and academics. It focused on the practical experience as well as added value of the Regulation and aimed to identify ways to enhance implementation, improve legal certainty and facilitate compliance.

Prior to the Implementation Dialogue, Commissioner McGrath organised separately a dedicated meeting with representatives of European political parties to exchange views on their experience as sponsors of political advertising. Their insights have also informed the findings presented below.

Overall, stakeholders supported the Regulation (which entered into application in October 2025) and its objectives, highlighting its importance in strengthening transparency, democratic accountability and election integrity. At the same time, they pointed to practical challenges regarding application of the definition of political advertising, limited awareness of the requirements, the allocation of responsibilities across the political advertising value chain, the wider impact of platforms' commercial decisions to ban political advertising and the administrative burden on smaller actors. Participants largely called for further guidance and practical tools to support the effective implementation of the Regulation.

The following aspects were highlighted during the Implementation Dialogue:

- Stakeholders flagged the importance of clarity on certain aspects of the Regulation, particularly regarding
    - the **identification of political advertising,** including the place of issue-based advertising and editorial content, and

  - **the allocation of responsibilities** along the advertising value chain.
- Many stakeholders highlighted the need to **further raise awareness** and **enhance the understanding of the different obligations** set out in the Regulation, notably by **providing additional practical guidance.** Service providers also called on the Commission to encourage the adoption of **voluntary codes of conduct** and shared information on effective compliance tools being developed in Member States.
- Stakeholders welcomed the launch of the **pilot version of the European repository**, emphasising its vital role in providing in particular journalists, researchers, election observers and other watchdogs with access to information needed to effectively scrutinise political campaigns and exercise their role in democracy.
- Stakeholders also pointed to **diverging practices across Member States**, especially regarding the **labelling of political advertisements, with some suggesting a single EU template**.
- Different service providers and national authorities raised questions connected to the **proportionality of labelling obligations** for smaller publishers, local political actors and radio operators, and the need for further clarity on how to implement the requirements regarding the **disclosure of aggregated amounts paid for political advertisements**.
- Different stakeholders stressed the importance of raising awareness among **content creators and influencers** of the Regulation's requirements and providing further guidance on the circumstances in which their activities fall within the scope of political advertising.
- Stakeholders also flagged issues about the application of the Regulation's **data protection obligations**, especially the requirements for explicit and separate consent, which should be clarified through the upcoming European Data Protection Board guidelines.
- Finally, several stakeholders highlighted two main concerns regarding the **impact of certain online platforms' commercial decisions to impose bans on political advertising and on broader societal aspects.** First, stakeholders pointed to inconsistencies in how these commercial decisions are enforced by the platforms concerned and referred to unlabelled political advertisements still being disclosed on those platforms without meeting relevant obligations. Second, they highlighted difficulties in running advertisements on broader societal aspects on some online platforms and the need to adapt their communication strategies to meet platforms' commercial requirements. These stakeholders stressed that the Regulation does not prohibit political advertising and called for continued engagement with online platforms and effective oversight.

In his concluding remarks, Commissioner McGrath summarised key takeaways, stressing that the discussion confirmed the importance of the Regulation. He announced that the Dialogue's conclusions would inform the upcoming review of the Regulation, as set out in the Commission work programme for 2027. The Commissioner also reaffirmed the Commission's ongoing commitment to monitoring implementation, providing practical support, and promoting cooperation and the exchange of good practices.

List of participating entities

Association for Internet Progress (SPIR)
Association of Commercial Television in Europe (ACT)
Bolt BPI
EGTA
European Broadcasting Union (EBU)
European Interactive Digital Advertising Alliance (EDAA)
European Newspaper Publishers' Association (ENPA)
Finnmedia
IAB Europe
Media Impact
NDP Nieuwsmedia
News Media Europe
Step Network
European Publishers Council

European Federation of Pharmaceutical Industries and Associations (EFPIA)
European Fundraising Association (EFA)
PHILEA
UNICEF France

CEE Digital Democracy Watch
Centre for Democracy and Technology Europe (CDT Europe)
Election-Watch.EU
European Digital Media Observatory (EDMO)
European Digital Rights (EDRi)
European Partnership for Democracy (EPD)
European Platform for Democratic Elections (EPDE)

ARCOM (French Media Authority)
Commissariaat voor de Media (Dutch Media Authority)
Mediemyndigheten (Swedish Media Authority)

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