

Annex to point 6 Position paper:

New European Media Freedom Act in force since 7 May 2024

Free media are a cornerstone of any democracy and are crucial for a healthy market economy. Globally, the European Union continues to be a stronghold of free media and sets standards as a democratic continent. Nevertheless, there are increasingly worrying trends. Building on previous efforts, the Commission has therefore taken a number of measures to protect media freedom and pluralism and also to improve the free movement of services in the EU. The highlight is the [European Media Freedom Act](https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/new-push-european-democracy/protecting-democracy/european-media-freedom-act_de), which came into force on 7 May 2024. The new regulations will apply in full from 8 August 2025.

https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/new-push-european-democracy/protecting-democracy/european-media-freedom-act_de

New regulations to protect pluralism and the independence of the media

The European Media Freedom Act introduced a new set of rules to protect pluralism and the independence of the media in the EU. This ensures that public and private media can operate more easily across borders in the EU single market without being exposed to undue pressure. It also takes account of the digital transformation of the media space.

Unter anderem wird das Europäische Medienfreiheitsgesetz

- protect editorial independence
- protect journalistic sources, including against the use of spyware –
- ensure the independent operation of public service media
- improve transparency in media ownership
- protect media from unjustified content deletion by very large online platforms
- introduce a right to personalisation of media content on devices and through interfaces
- ensure transparency in state advertising for media service providers and online platforms
- ensure that, ensure that Member States assess the impact of major media market concentrations on media pluralism and editorial freedom
- strengthen the transparency of audience measurement for media service providers and advertisers

A new independent European Media Services Board will be established, composed of national media regulators or bodies, with a secretariat provided by the Commission. The body will start work in February 2025 and will, among other things, promote the effective and consistent application of EU media law. It will replace the European Regulators Group for Audiovisual Media Services (ERGA), which was established under the Audiovisual Media Services Directive.