



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR JUSTICE AND CONSUMERS

The Director-General

Brussels
JUST.C.4/KR/ms (2024)8707268s

H.E. Ambassador
Ms Kyllike Sillaste-Elling
Permanent Representative of Estonia
to the European Union

BY E-MAIL

Subject: Committee on the implementation of the Regulation on transparency and targeting of political advertising – designation of representatives

Your excellency,

Regulation (EU) 2024/900 on the transparency and targeting of political advertising (the Political Advertising Regulation) ⁽¹⁾ entered into force on 9 April 2024.

Articles 11(4) and 12(7) of the Political Advertising Regulation mandate the Commission to establish, by means of implementing acts, the format and template of labels and transparency notices of political advertisements by 10 July 2025. Additionally, Article 13(6) of the Political Advertising Regulation requires the Commission to adopt implementing acts laying down the detailed arrangements for the operation of the European repository for online political advertisements by 10 April 2026. The scope of the implementing acts and the procedure for their adoption are explained in the Annex to this letter.

The corresponding “Committee on the implementation of the Regulation on transparency and targeting of political advertising” has already been established and included in the comitology register ⁽²⁾. Its first meeting should take place before the end of the year.

Therefore, we would appreciate if your Member State nominated the representative(s) for the committee as soon as possible after receiving this letter, but not later than **25 November 2024**. You are hereby kindly invited to transmit this request to your relevant national authorities.

⁽¹⁾ <https://eur-lex.europa.eu/eli/reg/2024/900/oj>

⁽²⁾ <https://ec.europa.eu/transparency/comitology-register/screen/committees/C129300/consult?lang=en>

Without prejudice to your Member State's right to designate the representative(s) at its discretion, please note that the nature of the above-mentioned implementing acts requires legal as well as technical expertise.

Your authorities should provide the full identification and contact details of the committee representative(s) to JUST-POLITICAL-ADVERTISING@ec.europa.eu. Under this mailbox we can also provide any additional information required by your national authorities.

I thank you in advance for your support on this important initiative.

Yours faithfully,

Ana GALLEGO

Enclosure: Annex explaining the scope of the implementing acts and the procedure for their adoption

c.c.: Julien Mousnier, Marie-Hélène Boulanger, Daniel Fleischer-Ambrus, Cristian-Alexandru Leahu, Kristyna Rysova, Silvia López Arnao, Heini Huotarinen

Scope of the implementing acts and the procedure for their adoption

According to Articles 11(4) and 12(7) of the Political Advertising Regulation, by 10 July 2025, the Commission must adopt implementing acts establishing:

- the format and the template of the labels, ensuring that labels are adapted to the medium used, including for audiovisual and printed media as well as online and offline advertising, taking into account the particular characteristics of that medium, as well as the latest technological and market developments, relevant scientific research and best practices;
- the format and technical specifications for the transparency notices to ensure that it is adapted to the medium used, including for audiovisual and printed media as well as online and offline advertising, taking into account the latest technological and market developments, relevant scientific research and best practices and the specific needs of micro, small and medium-sized undertakings qualifying under Article 3 (1), (2) and (3) of Directive 2013/34/EU.

In line with Article 13(6) of the Political Advertising Regulation, by 10 April 2026, the Commission must also adopt implementing acts to set out detailed arrangements for the provision of a common data structure, standardised metadata to facilitate the inclusion of political advertisements in the European repository and the indexation of political advertising by online search engines, standardised authentication, and a common application programming interface, with a view to enabling the aggregation of the information published online pursuant to the Political Advertising Regulation to be accessed through a single portal.

When adopting those implementing acts, the Commission shall take into account technological, market, and scientific developments, and shall aim to achieve the following objectives:

- (a) to enable the information referred to in Article 13 paragraphs 1, 2 and 3 of the Political Advertising Regulation to be publicly accessed via the European repository;
- (b) to allow easy public access to online transparency notices through the use of a common application programming interface that would enable the notices to be accessed and the relevant databases to be queried;
- (c) to support third-party and public access to transparency notices, including by enabling analysis of online transparency notices and their presentation through a user-friendly single portal and search services.

A comitology procedure will be used for this purpose, according to Article 29 of the Political Advertising Regulation, which states that:

1. The Commission shall be assisted by a Committee. That committee shall be a committee within the meaning of Regulation (EU) No 182/2011.
2. Where reference is made to this paragraph, Article 5 of Regulation (EU) No 182/2011 shall apply.