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Teema: PolAds.eu | Supporting the Implementation of EU Political Advertising Transparency Requirements in Estonia

Tähelepanu! Tegemist on välisvõrgust saabunud kirjaga. Tundmatu saatja korral palume linke ja faile mitte avada. Dear Ministry of Economic Affairs and Communications,

I am reaching out on behalf of PolAds.eu, a European compliance infrastructure developed to support the practical implementation of Regulation (EU) 2024/900 on the transparency and targeting of political advertising.

As Estonia continues to implement the Regulation, we believe there may be valuable opportunities to exchange experiences and explore how established compliance infrastructure can support both market participants and competent national authorities.

PolAds.eu has already been successfully deployed in Denmark, supporting the Danish media industry through the 2025 municipal elections and the 2026 parliamentary election.

To date, our platform has:

- * Handled approximately 6,000 political advertising transparency notices.
- * Supported an ecosystem of approximately 85 media outlets.
- * Registered transparency information covering more than €25 million in declared political advertising expenditure.

Our solution has been recommended by News Media Europe and presented directly to the European Commission, where we received positive feedback on the platform, its practical implementation and the transparency insights generated.

Our ambition is to establish a common European infrastructure that makes political advertising transparency practical, consistent and accessible across borders.

PolAds.eu provides publishers, advertisers and agencies with tools for creating, managing and publishing transparency notices, including political advertising labels, an open API, bulk registration, complaint handling and long-term documentation.

Beyond supporting individual market participants, we are exploring how the platform could also assist national authorities through structured access to relevant transparency information.

For Estonia, we see potential opportunities to discuss:

- * Practical implementation of Regulation (EU) 2024/900 across the Estonian media and advertising market.
- * Reducing administrative complexity for publishers, advertisers and agencies.
- * Improving accessibility and consistency of political advertising transparency information.
- * Providing competent authorities with structured access to notices and declared political advertising expenditure.
- * Sharing operational experience from the Danish elections and our ongoing European expansion.

We fully recognise the responsibilities of Estonia's designated supervisory authorities and see our role as providing technical infrastructure that could complement their existing processes.

We would welcome the opportunity to arrange a 30-minute online meeting with the relevant team within the Ministry to introduce PolAds.eu and

discuss whether our experience and infrastructure could be of value to Estonia.

We would be happy to provide a live demonstration of the platform and share practical insights from our work with the Danish media industry and the European Commission.

I look forward to hearing from you.

Best regards,

Rasmus Hovgaard Hansen

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Head of Partnerships · STEP A/S

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