

Brussels, 18 July 2025

Dear Minister,

The European Media Freedom Act (EMFA) establishes a comprehensive set of rules aimed at facilitating cross-border operations of media services within the internal market, while reinforcing the foundations of a free, independent, and pluralistic media environment. This landmark regulation was published in the Official Journal in April 2024 and the majority of its provisions will become applicable as of 8 August 2025.

In preparation for this date, the Commission's services have been actively engaging with your national authorities to support the timely alignment of the Estonian legal framework with the requirements of the EMFA. We would like to take this opportunity to express our appreciation for the constructive bilateral meeting, as well as for the written contributions received earlier this year.

It is encouraging to note that Estonia has already identified the areas where legislative or regulatory adjustments are required and that relevant initiatives to ensure compliance are currently in development, notably concerning protection of journalistic sources, media ownership transparency, media market concentrations, state advertising and public service media.

In view of the above, we would encourage you to intensify efforts to facilitate the timely adoption of the necessary measures. In this regard, we would be grateful to receive any further updates by 8 August 2025.

Our services remain at your disposal to continue supporting you in being fully prepared to implement the EMFA from the date it becomes applicable.

Yours sincerely,

(e-signed)

Henna Virkkunen

(e-signed)

Michael McGrath

*Ms. Heidi Purga
Minister for Culture
Estonia*