The European Media Freedom Act becomes applicable

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Since the proposal of the European Media Freedom Act (EMFA) in September 2022, significant progress has been made in regulating media pluralism and independence. Following a political agreement in late 2023, the Act came into force in May 2024, though it has only been fully applicable since 8 August 2025.

The EMFA aims to protect and ensure a pluralistic, free and independent media landscape. It notably addresses the following issues:

- Protection of editorial independence and journalistic sources

- Transparency of media ownership

- Measures to protect the media, journalists and their families from spyware

- Independent public service media

- Media pluralism tests

- Transparent state advertising

- Protection of online media content , including safeguards against the unjustified removal of content

- Creation of the European Board for Media Services (EBMS) to replace the European Regulators Group for Audiovisual Media Services (ERGA).

The main obligations of the regulation are now fully applicable, except for measures related to users' rights to customise their media offering, which are scheduled for 2027.

Carlos Aguilar, the Chair of the EBMS, said: "The successful implementation of the EMFA will depend on our collective ability to turn its principles into effective regulatory practice. We have worked intensively to lay the groundwork for this transition. Now, we call on Member States to match this effort by ensuring that national authorities are properly resourced to meet their new responsibilities”.

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Regulation (EU) 2024/1083 of the European Parliament and of the Council of 11 April 2024 establishing a common framework for media services in the internal market and amending Directive 2010/13/EU (European Media Freedom Act)

https://eur-lex.europa.eu/eli/reg/2024/1083/oj/eng

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