



II. The press freedom's evolution

New rules to protect media pluralism and independence

The **European Media Freedom Act** puts in place a new set of rules to protect media pluralism and independence in the EU. They ensure that media – public and private – can operate more easily across borders in the EU internal market, without undue pressure and taking into account the digital transformation of the media space.

Among others, the European Media Freedom Act is:

- _____ editorial independence;
- _____ journalistic sources, including against the use of spyware;
- _____ the independent functioning of public service media;
- _____ transparency of media ownership;
- _____ media against unjustified online content removal by very large online platforms;
- _____ a right of customisation of the media offer on devices and interfaces;
- _____ transparency in state advertising for media service providers and online platforms;
- _____ Member States provide an assessment of the impact of key media market concentrations on media pluralism and editorial independence;
- _____ transparency in audience measurement for media service providers and advertisers.

🎯 Final challenge

The European Media Freedom Act was adopted in 2024 and is being implemented progressively to strengthen media freedom, protect journalists and promote independent and pluralistic media across the European Union.

How many measures directly protect the independence of journalists or the media?