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From: General Secretariat of the Council
To: Delegations

Subject: AOB for the meeting of the Education, Youth, Culture and Sport Council on 11 and 12 May 2026:
Strengthening of independent and pluralistic European media landscape – futureproofing AVMSD rules
- Information from Austria, Croatia, Estonia, Finland, France, Germany, Italy, Latvia, the Netherlands, Poland and Spain

An information sphere that enables diverse and free public discourse is central to our democracies. Access to reliable information and a shared understanding of the facts are its fundamental prerequisites and effective tools in the fight against disinformation. Media providing reliable content, operating in accordance with professional and ethical journalistic standards therefore play an important role in upholding vibrant and resilient democracies.

However, the information ecosystem has been fundamentally reshaped by digital transformation. People are increasingly turning exclusively to social media and AI tools for information. These leads to significant market power and growing influence on the formation of public opinion. Through their algorithms, recommendation systems, selection of training data, and evaluation parameters, these providers influence what information is displayed to users. At the same time, they compete with traditional media outlets for viewers, users, and advertising revenues.

Against this background, we identify **two key objectives for the upcoming revision of AVMSD: Creating a level playing field** for all those competing in the media market for users and advertising revenues and ensuring that the **public has access to reliable information and diverse perspectives.**

In order to achieve this, on the one hand, we need to address all relevant actors on the online audiovisual media market in order to hold them more accountable. Those who provide access to media offers, summaries and overviews of news or news content and have impact on public opinion formation should be subject to specific and appropriate rules. On the other hand, we need to improve the competitive conditions for traditional media in the age of digital services.

Above all, however, the **revision of the AVMSD should establish effective, binding and ambitious rules regarding the discoverability, visibility and prominence of media services and content throughout all channels relevant to the formation of public opinion.** Futureproof and relevant regulation not only needs to address devices and user interfaces, but all relevant players in the digital public sphere, i.e. very large online platforms, search engines, and possibly also AI services controlling or managing access to and visibility of media content. We need to establish a European prominence regime that can effectively function in an increasingly digitalised and cross-border context without compromising national competences and without prejudice to and in full respect of media freedom and independence, but also without creating unnecessary burdens for providers. A harmonized technical European framework would leave room for Member States to define services and contents of general interest at national level.

Such prominence rules will help reinforce access to reliable content and pluralistic perspectives in the public information sphere and to create a level playing field. They will also contribute to sustainable revenue models for the media, which are essential for maintaining a diverse and independent media landscape.

We therefore call on the Commission to present an ambitious proposal for the revision of the AVMSD addressing the changes and challenges in the public information sphere. We need to maintain a public information space in which diverse and independent media can make a vital contribution to our democratic societies.