

The following texts are shared informally to support the discussions among the co-legislators and does not necessarily represent the Commission position.

Possible draft

G	254	1. This Regulation shall enter into force on the twentieth day following that of its publication in the Official Journal of the European Union.	1. This Regulation shall enter into force on the twentieth day following that of its publication in the Official Journal of the European Union.	1. This Regulation shall enter into force on the twentieth day following that of its publication in the Official Journal of the European Union.		G
	Article 20(2)					
R	255	2. It shall apply from 1 April 2023.	2. It shall apply from <u>12 months after its publication in Official Journal of the European Union.</u> <u>However, Article 7b, paragraphs 1, 4 and 5 shall apply from one year after the entry into force of this</u>	2. It shall apply from 1 April 2023 12 months after its publication in Official Journal of the European Union. However, Article 3a, Article 5(1) and (2a), [Article 6a, Article 7(1a) and (1b)], Article -12, Article 12(1), (2), (2a), and (2b)], and [Articles 14(1)-(2)], 15 and	2. It shall apply from 1 January 2025. However, Article 3a, Article 5(1) and (2a), [Article 6a, Article 7(1a) and (1b)], Article -12, Article 12(1), (2), (2a), and (2b)], and [Articles 14(1)-(2)], 15 and This establishes the provisions can be given effect early. The rest of the regulation takes effect on the date specified. All of these articles are under negotiation. Depending on how they end up, some of these articles and points may need to be split, to ensure that only the relevant parts enter	R

			<u>Regulation</u> 1 April 2023.	16(1) shall apply from 1 January 2024.	into application immediately. We have indicated the essential parts in these comments. If obligations for labelling are brought into effect, then there will need to be a provision also to ensure the service provider communicates the necessary information to the publisher. Regarding Article 14, only the obligation to have a representative is needed, not to notify it to authorities or have a portal. Specific deadlines should be included in the text of the other provisions identified where the obligation is assigned to the MSs or COM (notably for the designation of authorities and the enactment of sanctions).
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List of deadlines for obligations allocated to Member States and the Commission [to be adapted to include finalized provisions on labeling, transparency notice and repository]

- Common guidance on the definition of political advertising (135n) – end 2024
- Other points referring to standards and guidance – 18 months after entry into application (need national authorities, need expert groups and industry participation)
- On the labels – the delegated/implementing acts by 18 months after entry into force (e.g. 1 June 2025)
- Repository – 48 months. This would be in 2028
- Legal representatives portal – 18 months (June 2025)
- Election dates portal (243a) – 18 months (June 2025)
- Designation of competent authorities – 12 months (January 2025).
- Enactment of rules on sanctions – 12 months (January 2025)



Council of the European Union
General Secretariat

Brussels, 19 September 2023

Interinstitutional files:
2021/0381 (COD)

WK 11776/2023 INIT

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WORKING DOCUMENT

From:	General Secretariat of the Council
To:	Working Party on General Affairs
N° Cion doc.:	14374/21 +COR1 REV1 +ADD1 +ADD1 COR1 REV1 - COM(2021) 731 final + Annexes 1 to 2
Subject:	Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on the transparency and targeting of political advertising - informal suggestion from the Commission on Article 20 on the phased entry into force

With a view to the meeting of the General Affairs Group on 25 September, delegations will find attached an informal suggestion from the Commission on Article 20 concerning the phased entry into force.