



Council of the European Union
General Secretariat

Brussels, 15 March 2022

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WORKING DOCUMENT

From:	General Secretariat of the Council
To:	Working Party on General Affairs

Subject:	Regulation on the transparency and targeting of political advertising - Follow-up to the GAG meeting on 15 March 2022 - Commission presentation
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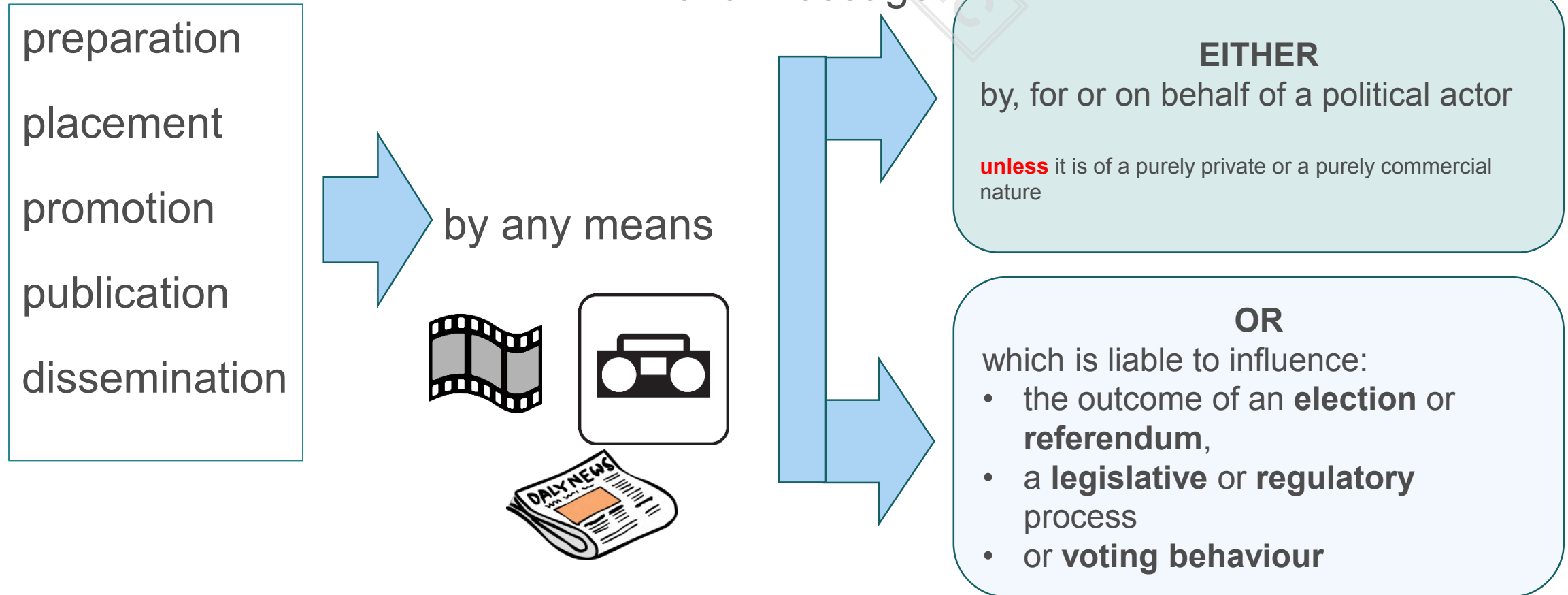
Delegations will find attached the slides the Commission referred to in their presentation at the above-mentioned meeting.



Diagrams of political ads

*GAG meeting on 15.03.2022 –
distributed after the meeting*

How does the definition of political ads work?



How does the definition of political ads work?

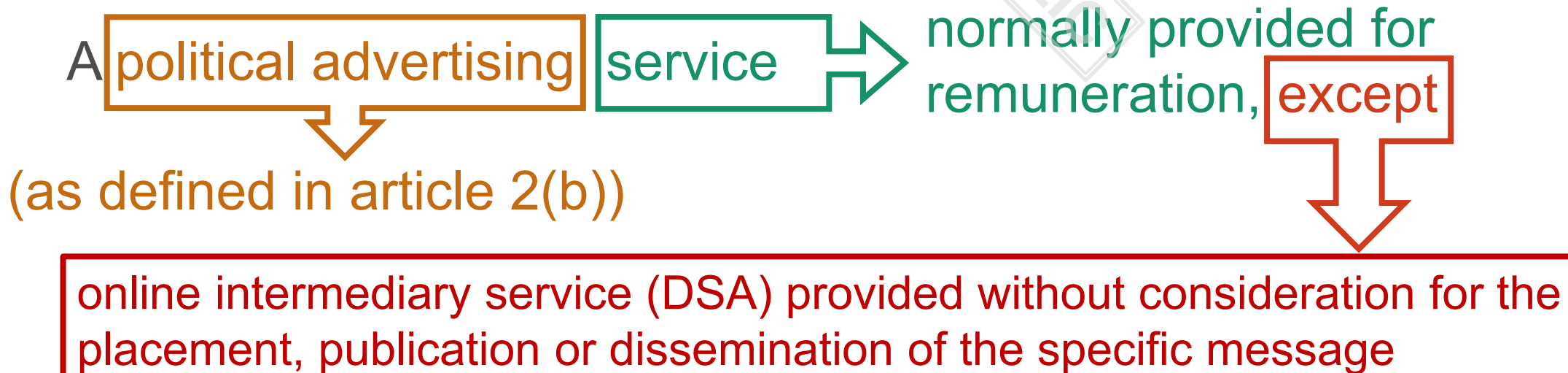
Which is liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour. Account should be taken of **all relevant factors**, such as:

- content of the message,
- language used to convey the message,
- context in which the message is conveyed,
- objective of the message
- means by which the message is published or disseminated
- **e.g. societal or controversial issues**

By, for or on behalf of a **political actor**

- Political party
- Political alliance
- EUPP
- Candidate for elected office
- Elected official
- Unelected member of government
- Political campaign organization
- Natural or legal person representing any of the above

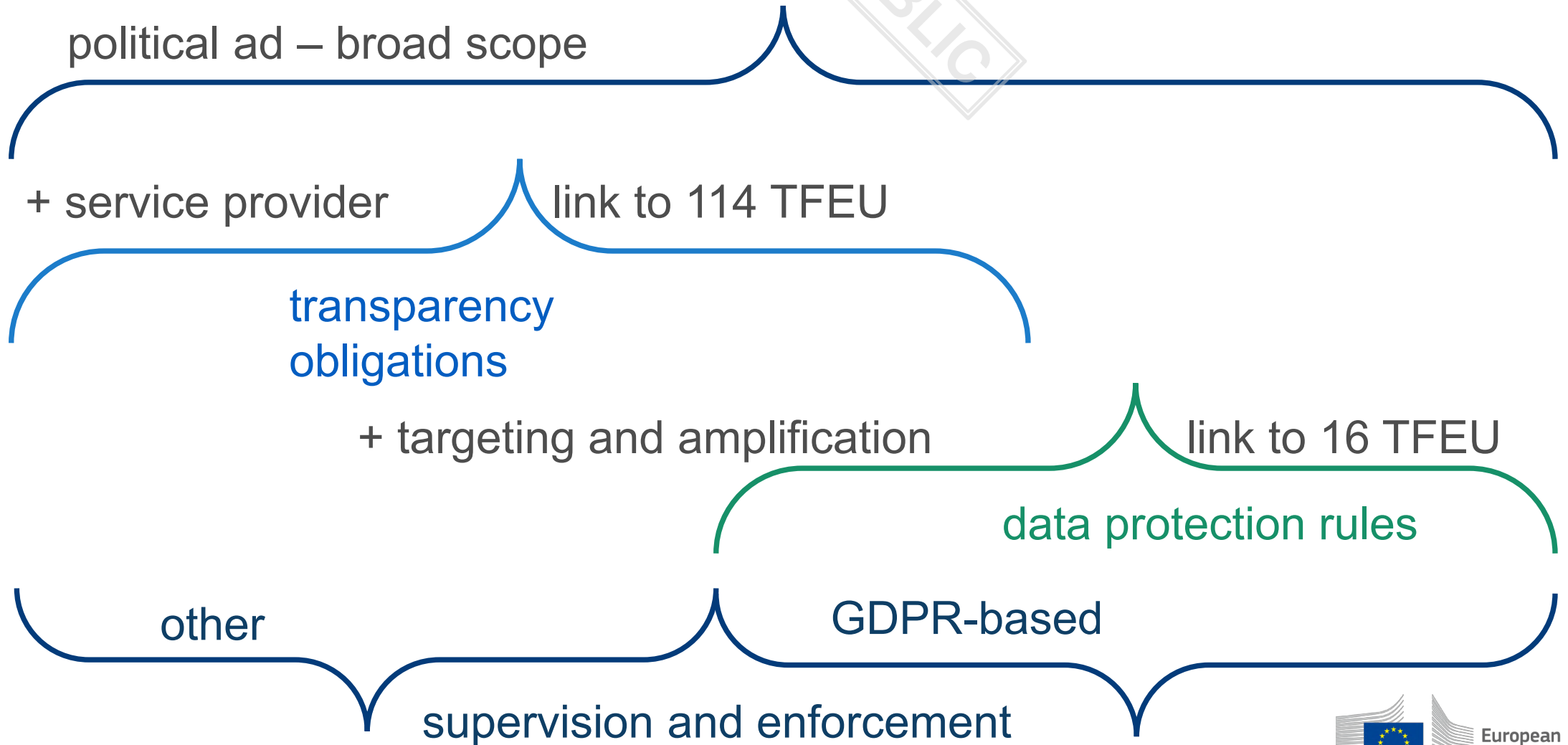
When is a service not a service?



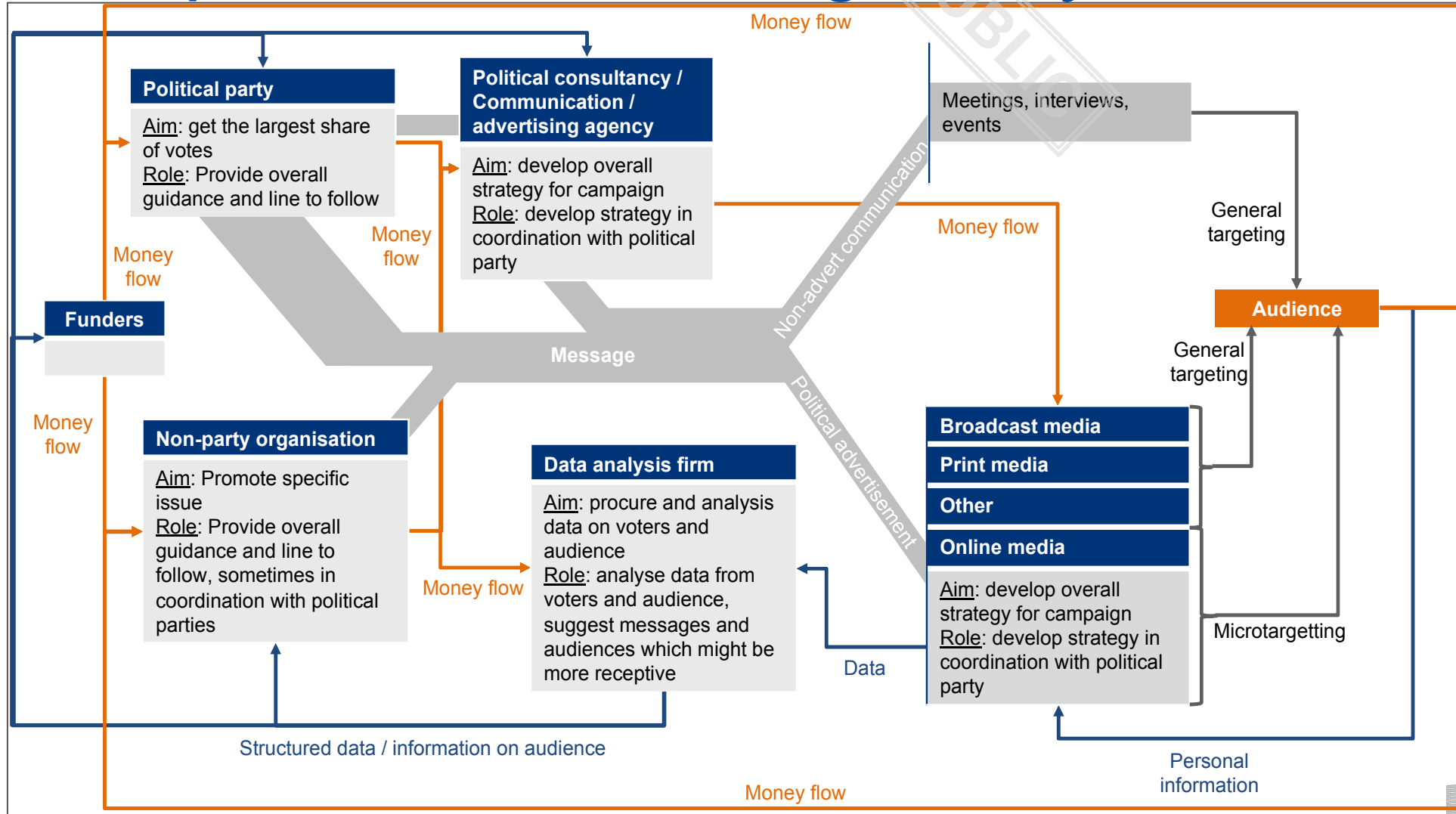
Thus

- social media or blogging etc about politics, without payment for the use of the online service or for the post itself = **is not a political ad service**
- influencers paid for a political message, or paying to boosting of a political message = **is a political ad service**

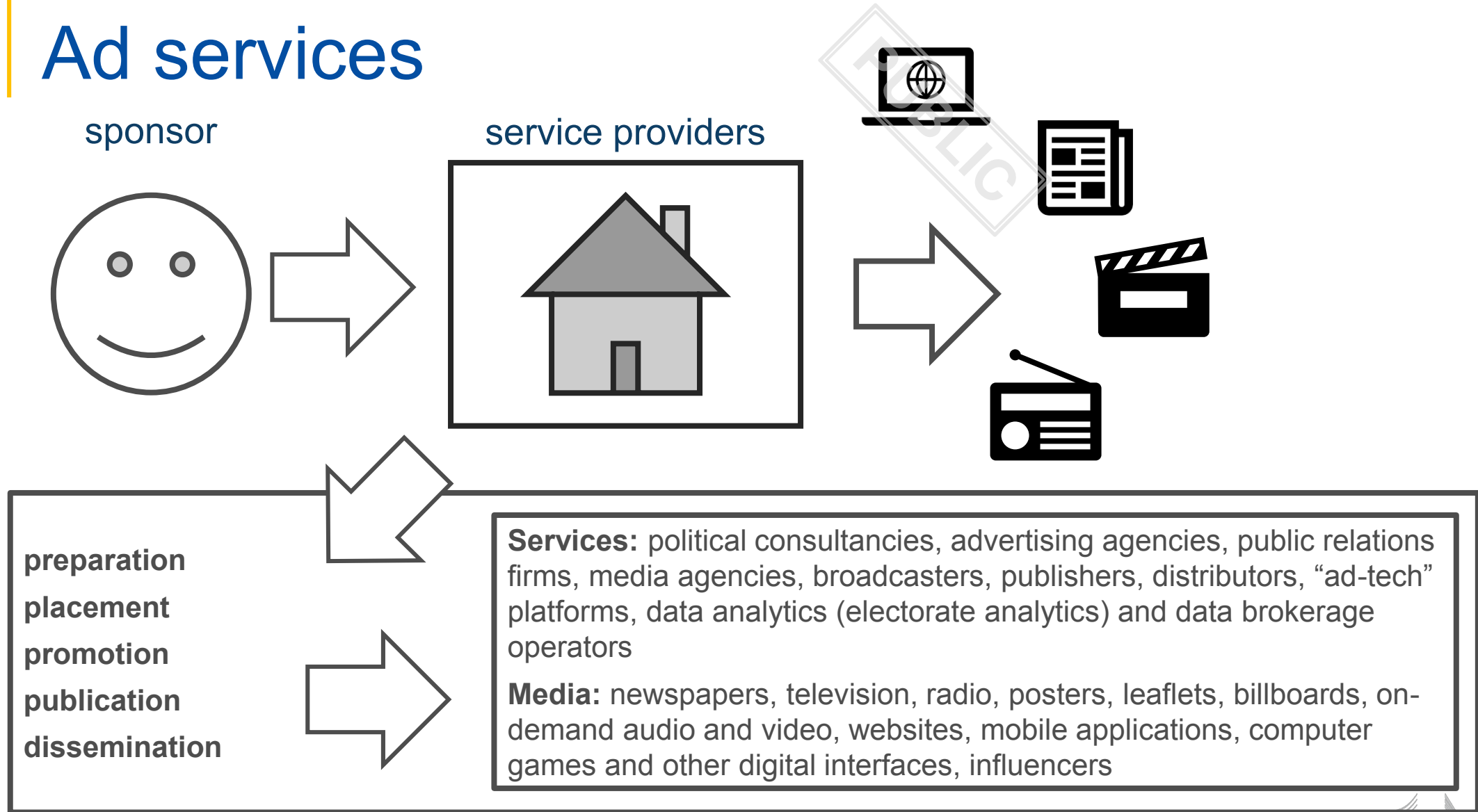
How do the definitions fit together?



The political advertising ecosystem



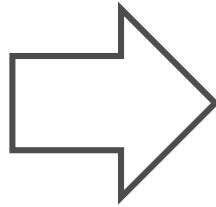
Ad services



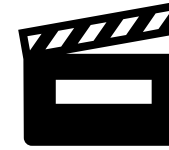
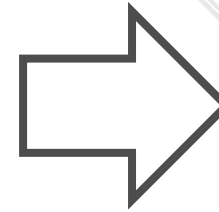
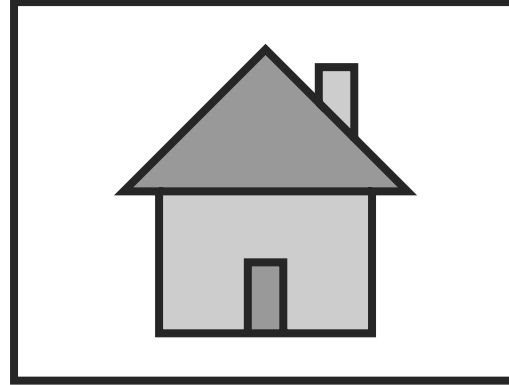
Ad services (obligations)

ad publishers

sponsor



service providers



Declaration that
ad is political
(A5(1))

Retain information they
collect in the provision of
their services (A6(1))

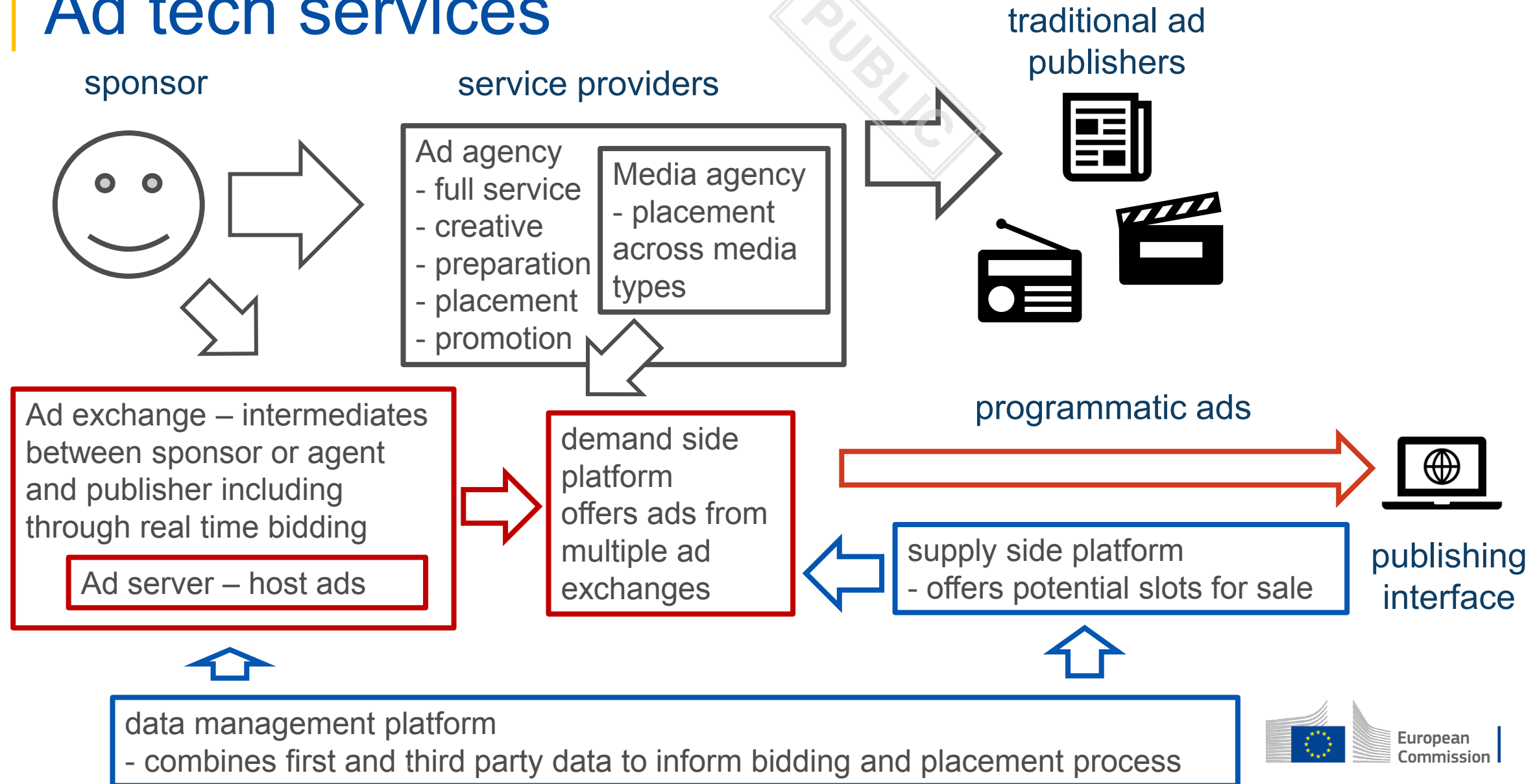
Communicate to the
political advertising
publisher (A6(2))

Label the ad (A7(1))

Provide transparency notice (A7(2))

make reasonable efforts to ensure that
the information is complete (A7(3))

Ad tech services



Thank you

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