



finnmedia

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Finnish Media Federation (Finnmedia) response to the Commission's Public Consultation on the Digital Fitness Check, March 11, 2026

The Finnish Media Federation (Finnmedia) is an advocacy organisation for companies in the media and graphic industries. Our member organisations represent news and magazine media, publishing of books and learning materials, radio and printing companies. Together, we represent approximately 600 media companies. The member companies directly employ approximately 20,000 people in Finland, and the combined turnover of the industries represented is approximately EUR 3.1 billion. Finnmedia is registered in transparency registers in the EU and in Finland

The Digital Fitness Check should ensure that EU digital regulation better reflects the specific role of editorial media in safeguarding democracy, information resilience and a well functioning public sphere. To strengthen the operating conditions and competitive environment of European media, the Commission should:

- Recognise the special democratic role of editorial media across the digital regulatory framework, building on the European Democracy Shield.
- Address structural competitive imbalances between media companies and large global technology platforms in the digital environment.
- Ensure that the regulatory framework promotes a sustainable level playing field, enabling independent media to remain viable and competitive.

The Finnish Media Federation's proposals focus on concrete regulatory adjustments that would support independent media in a durable manner while promoting fair competition and a healthy internal market. These considerations should be systematically integrated into the Digital Fitness Check.

Finnmedia concentrates on replying and giving feedback only to the section three (3. Challenges and areas where further analysis and optimisation of the rules are needed) and six (6. Closing section) of the Commission's questionnaire.

The Fitness Check should pay attention to the following regulatory instruments:

There is significant scope to improve EU digital rules to better reflect the essential role of editorial media in safeguarding democracy, ensuring information resilience, and maintaining a fair and competitive digital environment. The following areas would benefit from further analysis and optimisation under the Digital Fitness Check:

1. Data protection rules (GDPR, ePrivacy)

- The Commission should strengthen and clarify the editorial media exemption proposed in the Digital Omnibus and ensure it is consistently reflected across the broader digital regulatory framework.
- Over the longer term, cookie-related rules should be fully moved into the GDPR's risk-based framework to replace the outdated, consent-centric approach.
- Harmonisation between the ePrivacy Directive and the GDPR is needed so that responsible data uses that support quality journalism can take place without excessive and repetitive consent burdens.

2. Digital Markets Act (DMA)

- DMA enforcement should systematically consider how gatekeeper conduct affects the viability and discoverability of editorial media.
- Improvements are needed to:
 - minimise algorithmic bias against journalistic content
 - clarify FRAND requirements where platforms benefit from professional media content
 - align audience-measurement provisions between DMA and EMFA
 - ensure diverse sources in recommender systems
 - clarify the application of the self-preferencing prohibition
 - introduce a "media impact assessment" into DMA reviews and enforcement
- A bargaining mechanism—potentially including final offer arbitration—should be introduced to rebalance negotiations between media companies and VLOPs as well as key generative AI service providers.
- Generative AI services should be considered for designation as core platform services under the DMA.

3. Cybersecurity rules (NIS2)

- The NIS2 Directive should be made proportionate for the media sector.
- Small newspaper distribution companies owned by publishers, which face minimal cybersecurity risks, should be excluded from the scope. Their inclusion based solely on workforce size does not reflect the real risk level and imposes unnecessary burdens.

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Please find information about The Finnish Media Federation (Finnmedia) on <https://www.medialiitto.fi/finnmedia/>