



TikTok's EMFA Transparency Report 2026



The **European Media Freedom Act ("EMFA")** puts in place a new set of rules designed to safeguard media freedom and pluralism across the European Union. It strengthens protections for the media sector while demanding greater transparency around ownership, control and editorial standards.

A key objective of the EMFA is to ensure that people in the EU have access to diverse and reliable sources of information.

TikTok is required to offer professional **media service providers (MSP)** the ability to declare that they meet a number of requirements, including editorial independence and responsibility, as well as transparency regarding their ownership and control. Provided that TikTok considers that all of the EMFA's requirements are clearly met, the media service will be granted recognised MSP status.

TikTok has established a clear and accessible application process that allows MSPs to declare they:

- are a media service provider as defined by the EMFA
- are editorially independent
- are subject to regulatory oversight or standards in the exercise of editorial responsibility
- comply with EMFA transparency rules regarding ownership and control
- do not provide AI-generated content without effective human review or editorial control prior to publication

MSPs that meet these requirements may benefit from certain additional safeguards in relation to certain enforcement actions against their online content for violations of the platform's terms and conditions.

TikTok is committed to playing its part in protecting freedom of expression and fostering a robust and reliable information ecosystem.

At TikTok, we recognise the EMFA's aim that high-quality media content produced to high journalistic standards contributes to tackling disinformation and ensuring well-informed public debate, as well as enabling creativity and entertainment.

TikTok has eight guiding community principles that are grounded in safety and our commitment to respecting [human rights](#). Our principles shape our day-to-day work and guide how we approach difficult enforcement decisions. They are centered on these themes:

- Balancing harm prevention and expression
- Embracing human dignity
- Ensuring our actions are fair

In line with these goals, we will continue to provide transparent information about our implementation of the EMFA and the steps we take to support access to trustworthy media content on our platform.

Platforms under EMFA are required to make publicly available an annual report which outlines certain activities relating to applications for MSP status, moderation of MSP's content and accounts and other information set out below.

The following report covers the period 8 August 2025 to 7 August 2026.



EMFA Transparency Report

Transparency requirement	
Number of restrictions or suspensions based on incompatibility with terms and conditions	4
Grounds for imposing such restrictions or suspensions	Sensitive and Mature Themes - Body Exposure and Sexualized Behaviors
	Sensitive and Mature Themes - Shocking and Graphic Content
	Regulated Goods, Services, and Commercial Activities - Regulated Goods and Services
Number of EMFA dialogues with MSPs	0
Number of rejected declarations and the grounds for rejection	1
Grounds for rejection	Requirements under Art 18(1) EMFA not met
Number of invalidated declarations and the grounds for rejection	0