# Change of CoP commitments 2022 – 2025 by topic:

| CoP Section | 2022* | 2025* | % Change |
|---|---|---|---|
| Advertising | 73 | 45 | -38,36% |
| **Empowering the fact-checking community** | **73** | **26** | **-64,38%** |
| **Empowering the research community** | **82** | **39** | **-52,44%** |
| Empowering users | 110 | 74 | -32,73% |
| Integrity of Services | 47 | 42 | -10,64% |
| Monitoring of the Code | 145 | 111 | -23,45% |
| Permanent task-force | 66 | 63 | -4,55% |
| **Political Advertising** | **105** | **47** | **-55,24%** |
| Transparency Centre | 154 | 139 | -9,74% |
| Grand Total | 855 | 586 | -31,46% |

*This represents the total number of measures subscribed to by all platforms combined. It is calculated by adding up the measures for each platform.

Platforms reduced their commitments in the Code of Practice (CoP) by **31.46%.**

The most impacted measures were those supporting the **fact-checking community,** followed by measures on **political advertising** and on **empowering the research community**.

Change of CoP commitments 2022 – 2025 by topic:
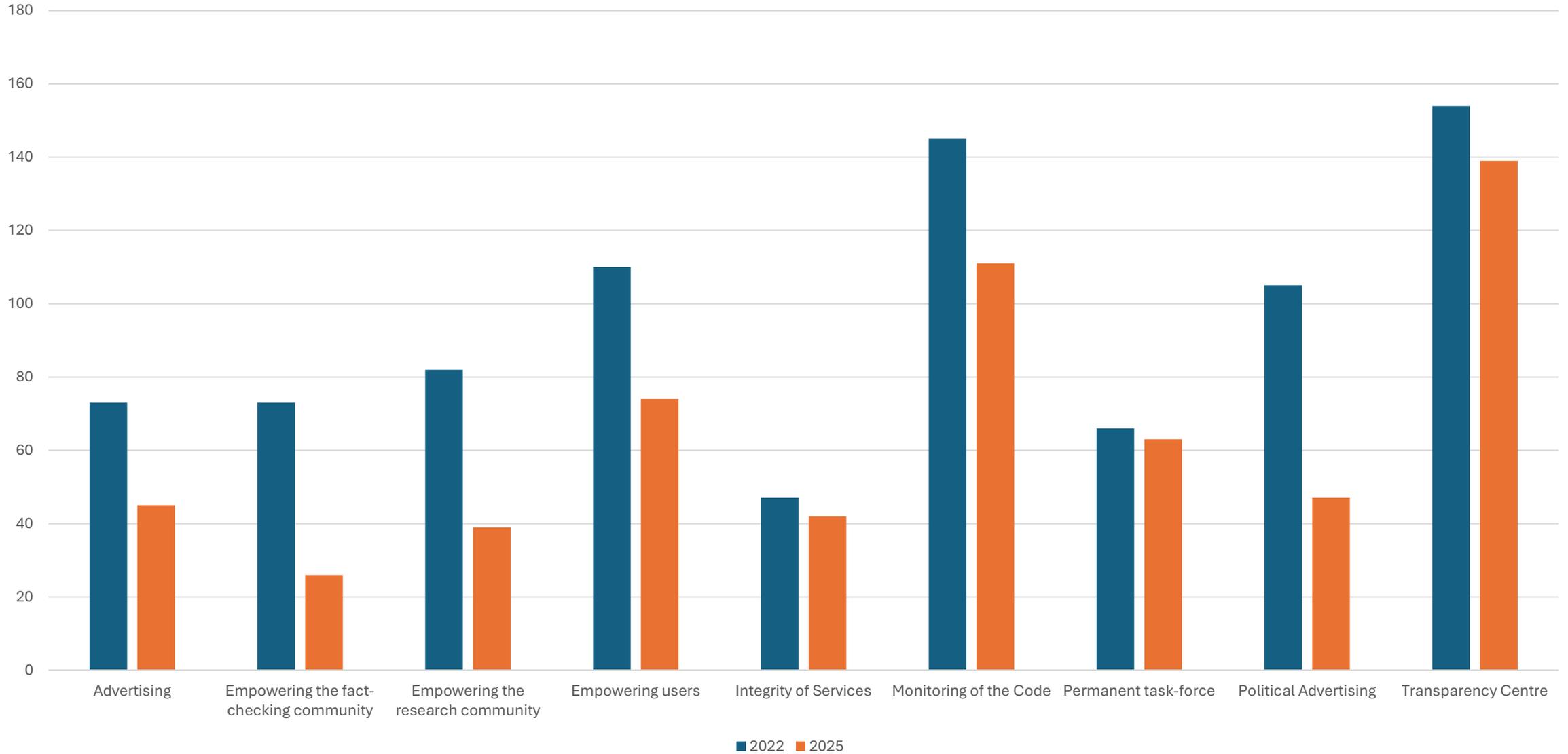
# Change of CoP commitments 2022 – 2025 by platform:

| Platforms | 2022 | 2025 | % Change |
|---|---|---|---|
| **Bing Search** | **75** | **34** | **-54,67%** |
| **Microsoft Advertising** | **49** | **21** | **-57,14%** |
| **LinkedIn** | **99** | **48** | **-51,52%** |
| Facebook | 112 | 96 | -14,29% |
| Instagram | 113 | 96 | -15,04% |
| Messenger | 34 | 31 | -8,82% |
| WhatsApp | 33 | 30 | -9,09% |
| **Google Advertising** | **79** | **42** | **-46,84%** |
| Google Search | 70 | 55 | -21,43% |
| Youtube | 77 | 58 | -24,68% |
| **TikTok** | **114** | **72** | **-36,84%** |

- Meta (Facebook and Instagram) didn't reduce its commitments as much as expected. **It even kept its fact-checking measures,** despite Zuckerberg's announcement. However, they hinted in a comment that this might change soon (See slide on Meta).

- The **most significant reductions came from Microsoft, with each of its three products cutting commitments by half.**

- YouTube's unsubscriptions are not so high, **but it remains the VLOP with the fewest commitments overall**—despite being heavily criticised for spreading disinformation.

# Change of CoP commitments 2022 – 2025 by platform:

# LinkedIn
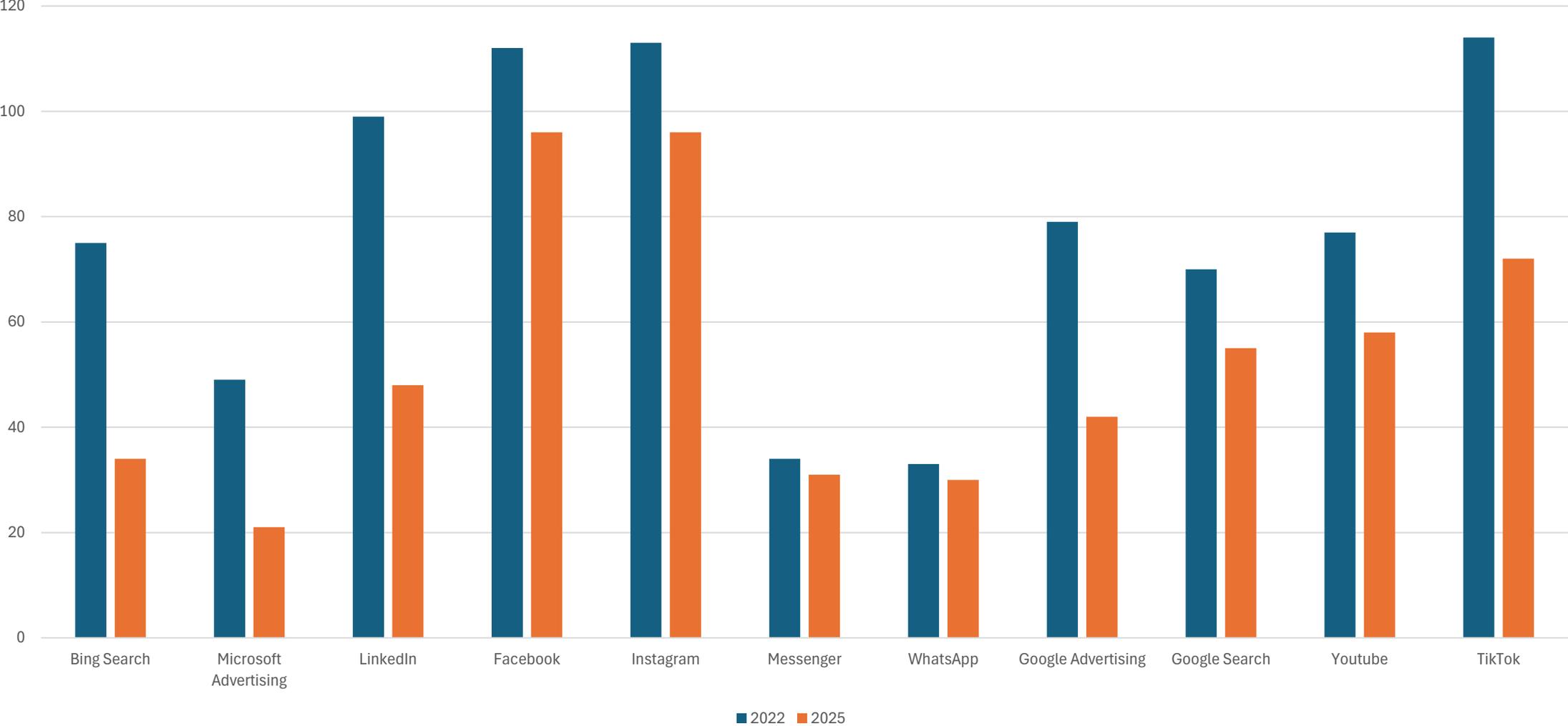
| Topic | 2022 | 2025 |
|---|---|---|
| **Advertising** | **13** | **4** |
| **Empowering the fact-checking community** | **11** | **0** |
| **Empowering the research community** | **11** | **3** |
| **Empowering users** | **20** | **7** |
| Integrity of Services | 7 | 7 |
| **Monitoring of the Code** | **13** | **8** |
| Permanent task-force | 6 | 6 |
| Political Advertising | 4 | 2 |
| Transparency Centre | 14 | 14 |
| *Total* | *99* | *51* |

*Key withdrawals:*

- **All measures on fact-checking.** The reason: "it is not proportionate to the risk profile of LinkedIn with regard to disinformation according to risk assessments". – This is standard answer they give for all unsubscriptions; not specific at all about how why the measures are not relevant, pertinent or practicable.

- **Almost all measures on empowering the research community**, including making funds available for research on Disinformation (28.4), and cooperating with an independent, third-party body that can vet researchers (27).

- Measures to support **media literacy** (17), adopt **safe design practices** (18), **research efforts** on the spread of harmful disinformation (19), and

- **Measures to empower users with tools to assess the provenance and edit history of digital content (20).** Here LinkedIn argues that "*Rather than allowing LinkedIn to incorporate into its service technology solutions developed by others more appropriately positioned to do so (like C2PA content credentials), the Measure would require LinkedIn to "develop" such solutions.*" – This is their understanding, not necessary in the CoP text!

| Topic | 2022 | 2025 |
|---|---|---|
| **Advertising** | **0** | **0** |
| **Empowering the fact-checking community** | **11** | **0** |
| **Empowering the research community** | **11** | **7** |
| **Empowering users** | **15** | **11** |
| Integrity of Services | 7 | 7 |
| **Monitoring of the Code** | **13** | **13** |
| Permanent task-force | 6 | 6 |
| **Political Advertising** | **0** | **0** |
| Transparency Centre | 14 | 14 |
| *Total* | *77* | *58* |

*Key withdrawals:*

- **All measures on fact-checking.** Their justification: *"Complying with this commitment is not a "relevant, pertinent and practicable" method for YouTube and Search to mitigate the systemic risk of disinformation. YouTube and Search have in place reasonable, proportionate and effective measures to mitigate identified systemic disinformation risks on their services. Search and YouTube make available other methods for users to assess the factual accuracy of online information."*

- **Measures on empowering the research community**, including developing, funding, and cooperating with an independent, third-party body that can vet researchers and research proposals (27).

- **Measures on adopting safe design practices (18.1)** including that "platforms must publish the main parameters of their recommender systems, both in their report and, once it is operational, on the Transparency center."

# Facebook & Instagram

| Topic | 2022 | 2025 |
|---|---|---|
| **Advertising** | **11** | **8** |
| **Empowering the fact-checking community** | **11** | **9** |
| **Empowering the research community** | **14** | **7** |
| **Empowering users** | **14** | **12** |
| Integrity of Services | 7 | 7 |
| **Monitoring of the Code** | **11** | **12** |
| Permanent task-force | 6 | 6 |
| Political Advertising | 24 | 21 |
| Transparency Centre | 14 | 14 |
| *Total* | *112* | *96* |

- **Kept almost all measures on fact-checkers.** However, they added this comment: *"As currently drafted, this chapter covers the current practices for Facebook and Instagram in the EU. In keeping with Meta's public announcements of 7 January 2025, we will continue to assess the applicability of this Chapter to Facebook and Instagram and we will keep under review whether it is appropriate to make alterations in light of changes in our practices, such as the deployment of Community Notes".*

*Key withdrawals:*

- **Measures on empowering the research community**, including developing, funding, and cooperating with an independent, third-party body that can vet researchers and research proposals (27).

- Measures on providing users with tools **for assessing the factual accuracy of sources through fact-checks** from fact-checking orgs that have flagged potential disinformation (21).

| Topic | 2022 | 2025 |
|---|---|---|
| **Advertising** | **13** | **8** |
| **Empowering the fact-checking community** | **11** | **8** |
| **Empowering the research community** | **11** | **6** |
| **Empowering users** | **15** | **11** |
| Integrity of Services | 7 | 7 |
| **Monitoring of the Code** | **13** | **12** |
| Permanent task-force | 6 | 6 |
| **Political Advertising** | **24** | **0** |
| Transparency Centre | 14 | 14 |
| *Total* | *114* | *72* |

- TT also withdraw from providing users with tools for assessing the factual accuracy of sources through fact-checks from fact-checking orgs that have flagged potential disinformation (21); and providing users with indicators of trustworthiness (22).

*Key withdrawals:*

- **TikTok unsubscribed from all measures on political advertising,** claiming they don't apply because the platform doesn't allow political ads. However, it stated: *"TikTok will endeavour to continue providing political advertising enforcement metrics, as outlined in Chapter 2 of its reports, to remain transparent."*

- TikTok could still commit to some measures related to the transparency of its policies (5) or more specific enforcement reports (e.g., how many political ads they remove from the platform; how long does it take them to remove this ads?).

- **Measures on fact-checkers.** They unsubscribed from measures to integrate and use independent fact-checkers work in their platforms (31.1) and create the fact-checking repository (31.3).

Crucially, they remain subscribed to some of the fact-checking measures in Chapter VII of the Code *"on the condition that other signatories providing similar services do likewise".*

| Commitments | 2022 | 2025 |
|---|---|---|
| **Advertising** | | |
| Google Search | 0 | 0 |
| Google Advertising | 12 | 9 |
| **Empowering the fact-checking community** | | |
| Google Search | 9 | 0 |
| Google Advertising | 0 | 0 |
| **Empowering the research community** | | |
| Google Search | 10 | 6 |
| Google Advertising | 0 | 0 |
| **Empowering users** | | |
| Google Search | 12 | 10 |
| Google Advertising | 0 | 0 |
| **Integrity of Services** | | |
| Google Search | 6 | 6 |
| Google Advertising | 0 | 0 |
| **Monitoring of the Code** | | |
| Google Search | 13 | 13 |
| Google Advertising | 23 | 13 |
| **Permanent task-force** | | |
| Google Search | 6 | 6 |
| Google Advertising | 6 | 6 |
| **Political Advertising** | | |
| Google Search | 0 | 0 |
| Google Advertising | 24 | 0 |
| **Transparency Centre** | | |
| Google Search | 14 | 14 |
| Google Advertising | 14 | 14 |
| ***Total Commitments of Google Search*** | ***70*** | ***55*** |
| ***Total Commitments of Google Advertising*** | ***79*** | ***42*** |

# G Search

## Google Ads

*Key withdrawals:*

- Google Advertising **withdrew from all their political advertising measures.** Similar to TikTok, they argue the measures do not apply because the platform does not allow political advertisement anymore.

  - Yet, a no-political ads policy its still a policy, and it would be useful to have information of the platform' specific policies and enforcement practices (e.g., how many political ads they remove from the platform; how long does it take them to remove this ads?)

- Similarly to YouTube, **Google Search withdrew from all the fact checking measures.** Their justification is the same as YouTube *"Complying with this commitment is not a "relevant, pertinent and practicable" method for YouTube and Search to mitigate the systemic risk of disinformation."*

  - The platform mentions that they have "other methods for users to assess the factual accuracy of online information" but does not list which ones.

# Microsoft Advertising

| Topic | 2022 | 2025 |
|---|---|---|
| **Advertising** | **12** | **8** |
| **Empowering the fact-checking community** | **0** | **0** |
| **Empowering the research community** | **0** | **0** |
| Empowering users | 0 | 0 |
| Integrity of Services | 0 | 0 |
| Monitoring of the Code | 13 | 3 |
| Permanent task-force | 6 | 4 |
| **Political Advertising** | **4** | **2** |
| Transparency Centre | 14 | 4 |
| *Total* | *49* | *21* |

*Key withdrawals:*

- Measures enabling third-party audits to verify the accuracy of platform reports and the enforcement of ad policies;

- Measures to share best practices and enhance collaboration with relevant stakeholders on digital advertising.

- Measures listing key activities of the Task-Force (37.2 & 37.3).

- Commitments to allocate financial and human resources for implementing the Code (38); measures related to reporting on elections and crises (Commitment 40).