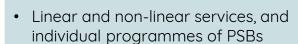
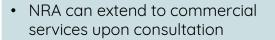
Member states <u>may</u> take measures to ensure the appropriate prominence of audiovisual media services of general interest (Art. 7a AVMS Directive)







- PSBs and commercial services with regional windows, and
- Multiple commercial (linear, nonlinear and radio) services selected through public tender for 3 years



- Prominence on home page/screen, recommendations, search, or remote control
- Brand recognition

- Broadcast services immediately accessible and easy to find (as group)
- Prominence of public value offer (guidelines)



Interfaces of TV equipment, TV platforms and app stores with a certain reach

• Interfaces of all media platforms









Criteria and measures to be defined by the NRA or government

