

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





Which services?



What measures?



Which interfaces?

	
<ul style="list-style-type: none"> <li>Linear and non-linear services, and individual programmes of PSBs</li> <li>NRA can extend to commercial services upon consultation</li> </ul>	<ul style="list-style-type: none"> <li>PSBs and commercial services with regional windows, and</li> <li>Multiple commercial (linear, non-linear and radio) services selected through public tender for 3 years</li> </ul>
<ul style="list-style-type: none"> <li>Prominence on home page/screen, recommendations, search, or remote control</li> <li>Brand recognition</li> </ul>	<ul style="list-style-type: none"> <li>Broadcast services immediately accessible and easy to find (as group)</li> <li>Prominence of public value offer (guidelines)</li> </ul>
<ul style="list-style-type: none"> <li>Interfaces of TV equipment, TV platforms and app stores with a certain reach</li> </ul>	<ul style="list-style-type: none"> <li>Interfaces of all media platforms</li> </ul>



© Cullen International



In force



Pending implementing measures

Criteria and measures to be defined by the NRA or government