



Dear Video-On-Demand Provider,

The European Regulators Group for Audiovisual Media Services (ERGA) is conducting research on the existing and/or planned measures aimed at ensuring prominence of European works in the on-demand catalogues of the audiovisual media service providers¹. In order to gather the most up relevant information about current developments in this area, ERGA's Subgroup '*Ensuring prominence and non-discriminatory access of audiovisual media content to all platforms (Findability)*' is requesting the media industry to provide for relevant insights into their approach to prominence of European Works.

Background information

Ensuring prominence of European content is one of the two new obligations to be imposed on providers of on-demand audiovisual media services in the context of the promotion of European works under Article 13(1) of the revised Audiovisual Media Services Directive (AVMSD). This provision complements the providers' obligation to secure a minimum share of 30% of European works in their catalogues. Recital 35 of the Directive suggests various possible ways of implementation, including labelling in metadata of such works to easily identify the European content and facilitate its visibility and findability by means of search engines and other AI tools of the media service providers.

About ERGA

ERGA is a group composed of representatives of national regulatory authorities or bodies in the field of audiovisual media services². ERGA's tasks are to provide technical expertise to the European Commission, to exchange experience and best practices on the application of the regulatory framework for audiovisual media services, to cooperate and provide its members with the information necessary for the application of this Directive, to give opinions, when requested by the Commission, on the technical and factual aspects on specific issues. In order to fulfil these roles efficiently, ERGA creates subgroups that examine various areas of the media environment and related regulatory implications.

Your response to the attached questionnaire will be a useful reference for ERGA's discussion about how Article 13(1) may be implemented on the ground.

Your help in this endeavour will be much appreciated.

Sincerely yours

Maria Beftcneva
Chair of the Subgroup

¹ As foreseen under Article 13, paragraph 1 of Directive (EU) 2018/1808 of the European Parliament and of the Council of 14 November 2018 amending Directive 2010/13/EU.

² Established according to Article 30b of the AVMSD.