**SURVEY ON THE** **EXISTING OR PLANNED**

**PROMINENCE MEASURES IN RELATION TO EUROPEAN WORKS** **IN**

**ON-DEMAND CATALOGUES**

*for the European Regulators Group for Audiovisual Media Services (ERGA)*

**Deadline:** 15th of June.

**Confidentiality notification:** If any of the provided answers is deemed confidential by your organisation, please mark it as such.

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| **Name of provider** | **Name of service(s)** | **Type of service (SVOD, TVOD, AVOD, etc.)** |
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1. *Which of the following measures or solutions do you consider to be the most effective to secure prominence of EU works* *in on-demand catalogues? Please, elaborate.*

* *Measures related to the “visibility” of the works in a dedicated section or in the main/most attractive sections of the catalogue.*
* *Marketing solutions, related to the “promotion” of EU works through banners, clips, trailers, advertising campaigns, social media, etc.*
* *Technical solutions, related to the usage of algorithms and other similar tools, such as recommendations, search tools, etc.*
* *Other.*

1. *What are the main challenges that providers could meet in the implementation of tools, measures or solutions aiming at securing prominence of EU works in on-demand catalogues?*
2. *What kind of tools,* *KPIs and methodologies do you consider the most appropriate and easy-to-use means to assess the concrete implementation of measures and solutions adopted to secure prominence of EU works in on-demand catalogues?*
3. *What kind of initiatives could be undertaken to further broaden the adoption of prominence measures (e.g. awarding mechanisms where the achievement of a certain threshold in respect of prominence could be exchanged with the mitigation of other obligations)?*