

Prominence of media in the digital landscape – towards a more coherent regulatory framework

Danish Presidency Conference
12 November 2025 | Michèle Ledger

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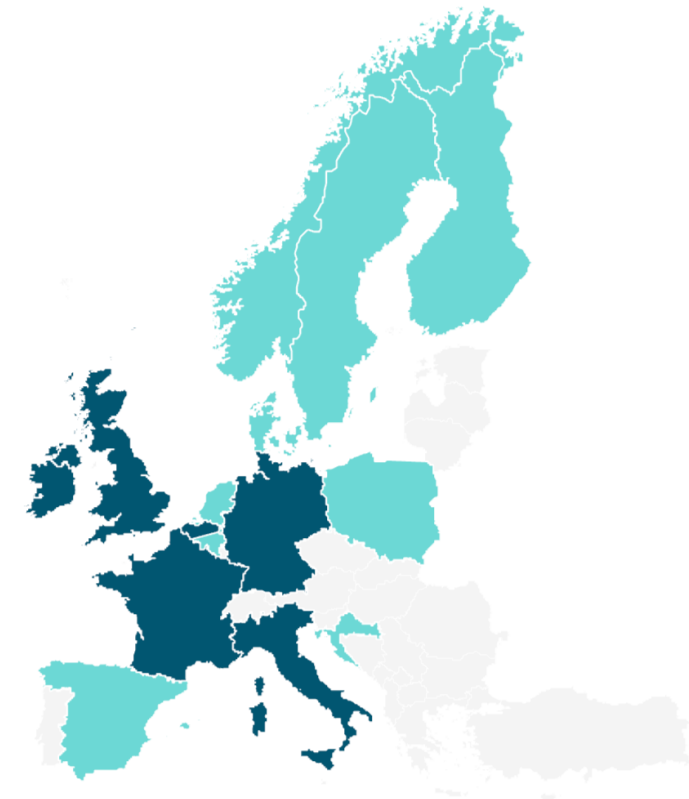
“Member States may take measures to ensure the appropriate prominence of audiovisual media services of general Interest”

(article 7a AVMSD)



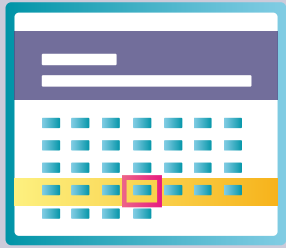
Slow and tedious implementation

- Only five Member States have or are planning rules on prominence
- France, Germany and Italy are the most advanced
- Ireland has not started the process yet
- Flanders has submitted a draft decree to the European Commission for scrutiny under the Regulatory Transparency Procedure

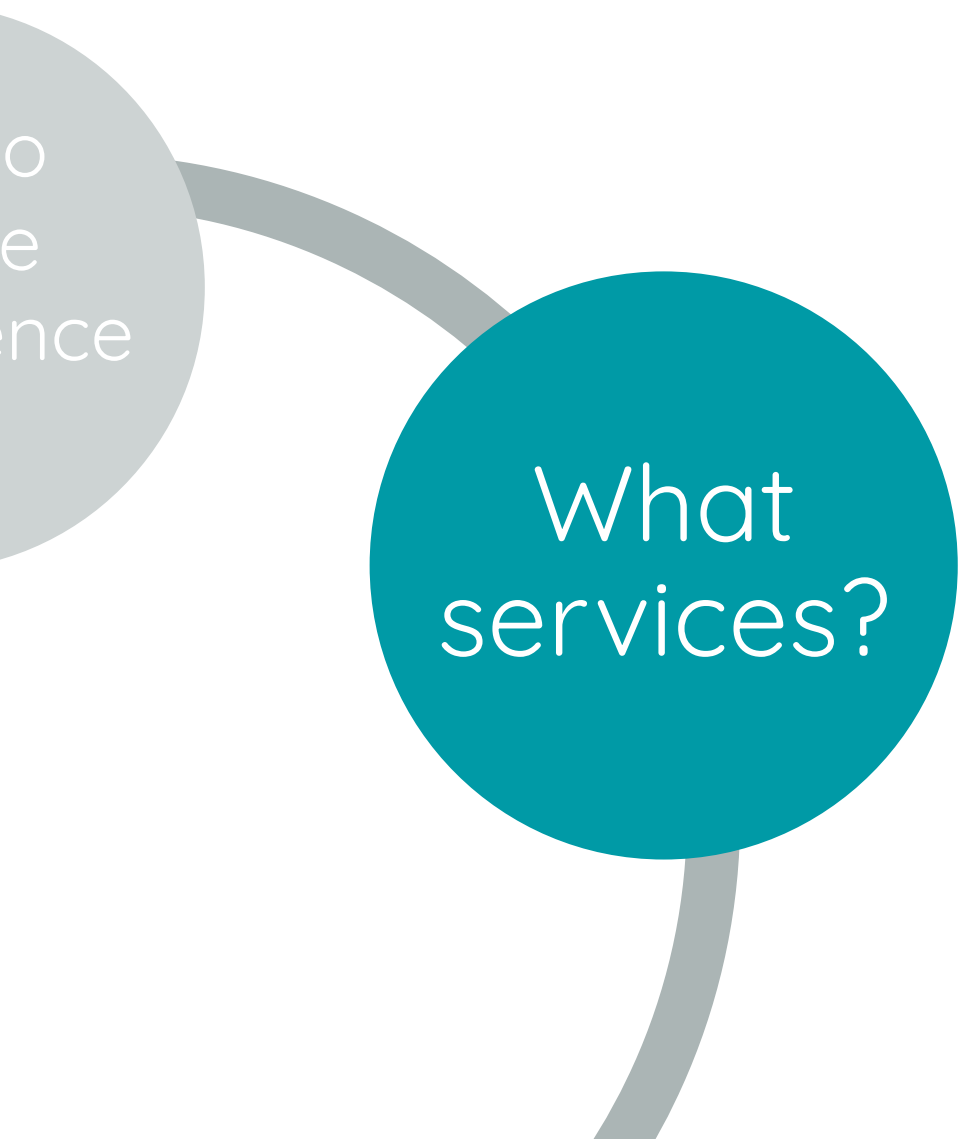


● Adopted or under discussion ● Not introduced

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Regulators always significantly involved



What
services?

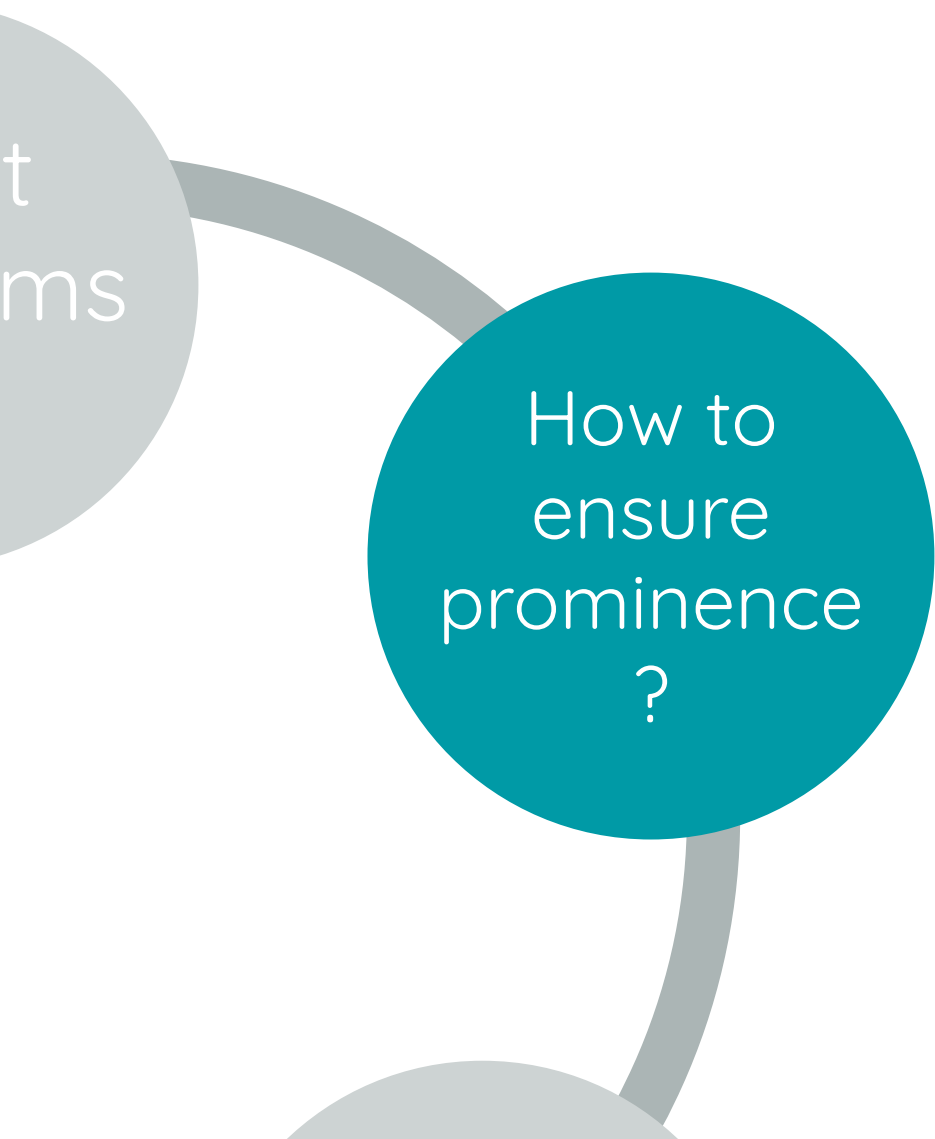
PSB (all MS, but only on demand in UK)

All TV channels on DTT (FR)

TV channels and on demand channels that make a significant contribution to diversity of opinion (DE) or that have a significant impact (BE/VL)

Radio (Italy, DE)

Regulators need to provide guidelines



How to
ensure
prominence
?

Legislation may provide some detail (e.g. home page, recommendations, search, remote controls, FR)

But regulators need to provide guidance : IT, DE, FR, UK

Solutions are varied

What
platforms
?

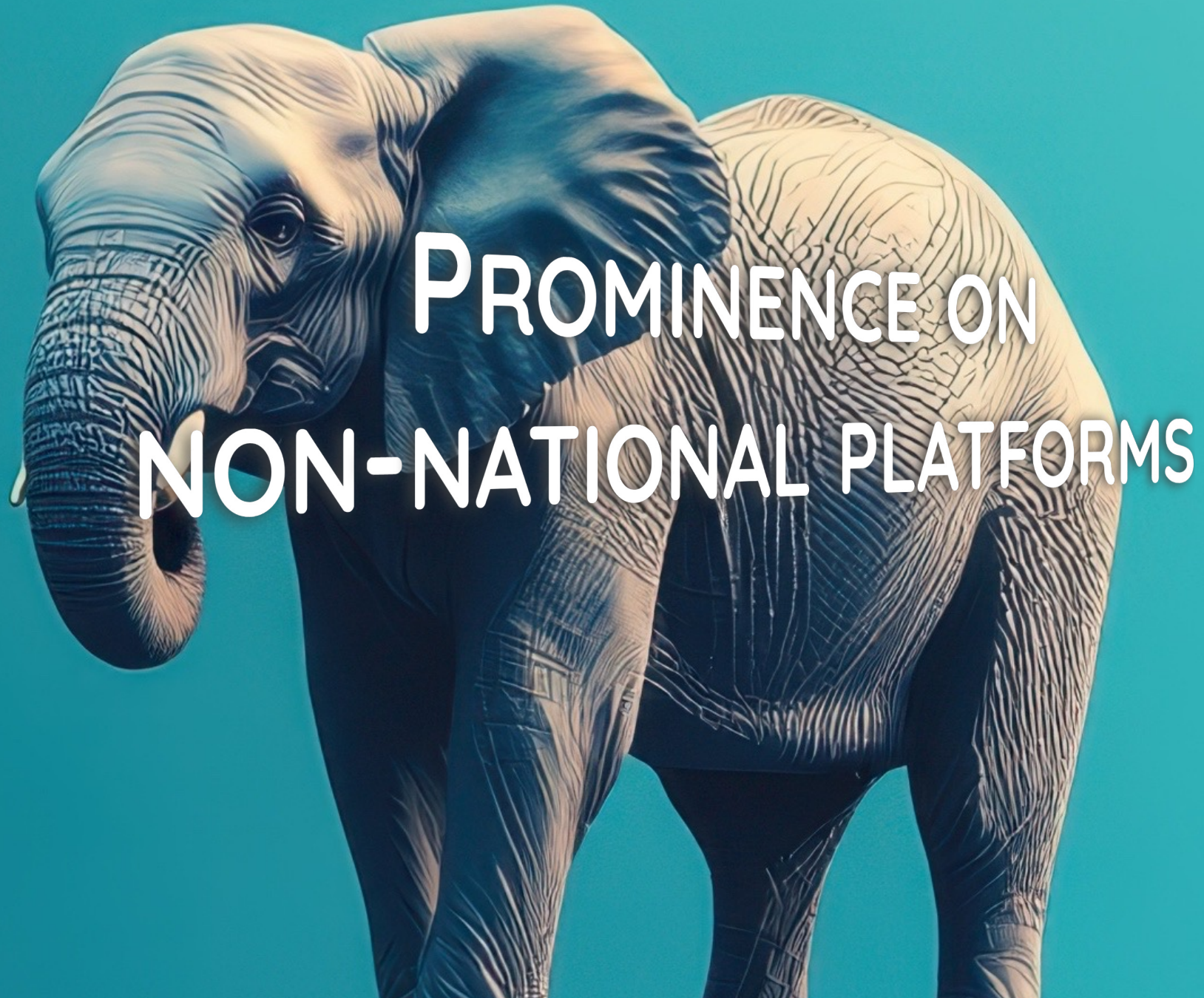
User interfaces (BE/VL) but not traditional distributors such as Telenet/Proximus

Thresholds of units sold or of visitors (e.g. FR, UK), not micro-enterprises in BE/VL

List published in France (and planned list in UK), but not in other countries

None of the platforms seem to cover YouTube





PROMINENCE ON NON-NATIONAL PLATFORMS

Art 7a AVMSD: the inherent internal market problem

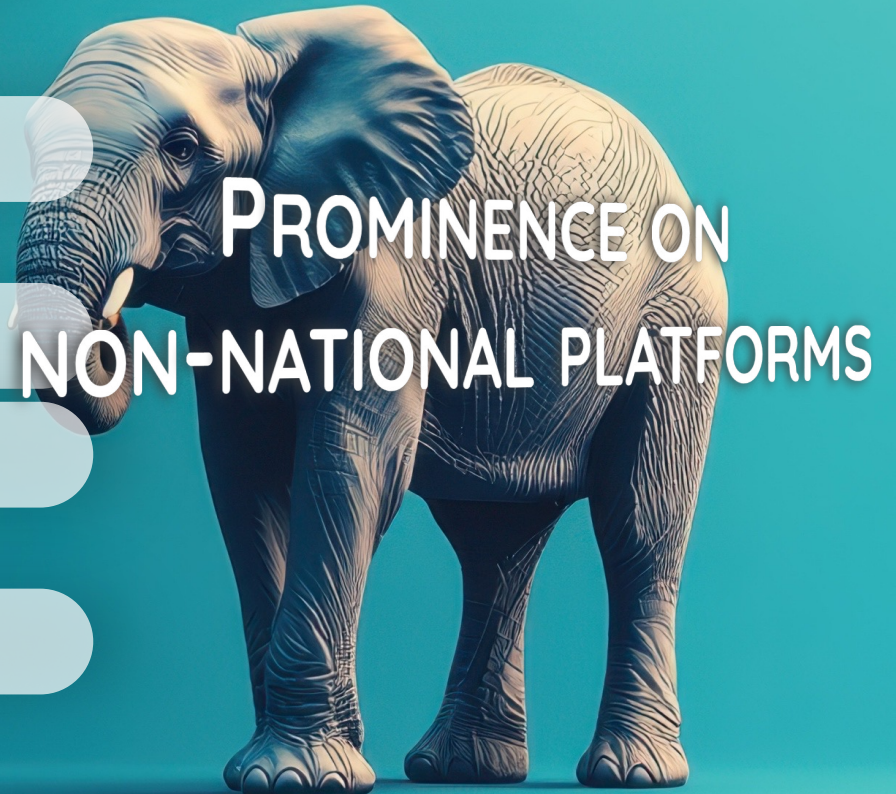
Must be solved
but how?

Not allow prominence on non-national platforms?

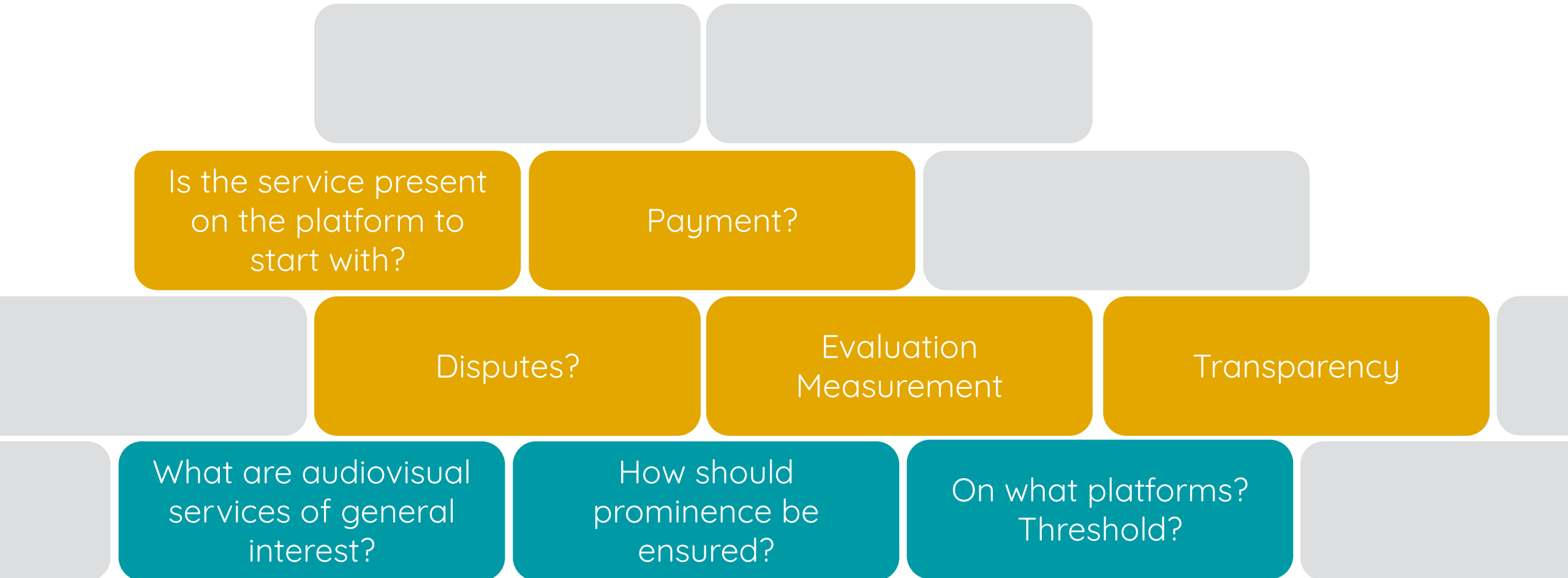
Determine services of general interest at the national level

Designate the non-national platforms at the EU level?

Introduce an exception in the AVMSD?



Art 7a AVMSD: a laudable ambition but not enough bricks in the wall



AVMSD v. EMFA

EMFA has a wider scope as it covers media services

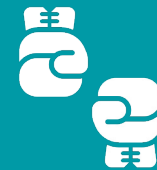
Should rules not therefore be extended to media services of general interest?

EMFA defines user interfaces and refers to online platforms that provide access to media content

Should we not use these definitions as a starting point

EMFA enshrines the right to customise the media offer

Prominence



Personalisation

Rules need to be future proof: online platforms that provide access to media content and disaggregated content

YouTube

BE

c a vous

XQ

« L'heure du choix », le nouveau livre d'Alain Juppé

L'heure du choix

france.tv direct

Il n'est pas question de l'actualité

C POL

ETATS-UNIS : "400 JOURS POUR LA DÉMOCR..."

1:02:57

Reste-t-il 400 jours pour sa démocratie américaine ?
C Ce Soir - France Télévisions
13K views · 18 hours ago
New

C

Nagui, roi de Taratata, et Michou, idole des jeunes - C à vous

57:41

Nagui, roi de Taratata, et Michou, idole des jeunes - C à vous - France Télévisions
2.3K views · 1 day ago
New

C

Taxe Zucman : combien ça rapporterait ? L'économiste

51:42

Taxe Zucman : combien ça rapporterait ? L'économiste
C à vous - France Télévisions
5.3K views · 6 days ago
New

BEAU GESTE

BENOÎT POELVOORDE EN TERRE NATA

17:28

En balade avec Benoît Poelvoorde à Namur - Beau Geste - France Télévisions
178K views · 1 month ago

CE SOIR

CHARLIE KIRK : LE "MARTYR" DU TRUMPISM

1:07:48

La mort de Charlie Kirk va-t-elle déchirer les Etats Unis ? - C Ce Soir - France Télévisions
49K views · 10 days ago

Les ultra-riches une bande

Les milliardaires, des assises
L'enquête choc de Matthieu

Charlie Kirk · l'Amérique de Trump sous le choc - C à Vous l'intégrale - 11/09/2025

The next revision of AVMSD...

Is the service present
on the platform to
start with?

Payment?

Disputes?

Review/evaluation

Transparency

What are audiovisual
services of general
interest?

How should
prominence be
ensured?

On what platforms?
Threshold?

In the meantime: Commission guidance





The End

Or is it?

