

# Promotion of EUR works on line

**Why prominence matters  
and what is at stake**

*jean-francois.furnemont@csa.be*

*www.csa.be*

*@csabelge*

*@jffurnemont*



# *Transposition of AVMSD in law*

- Contribution to AV production
- Prominence (« mise en valeur particulière »)
- **NO QUOTAS:**
  - Does share make sense for VOD?
  - Could share even be counterproductive?
  - Aren't demand-side tools the most essential ones?
    - *“Supply side regulatory tools will be increasingly less effective in the future.”*
    - *“You don't search for something until you know it is likely to be there.”* (Attentional study:  
[http://ec.europa.eu/avpolicy/docs/library/studies/art\\_13/final\\_report\\_20111214.pdf](http://ec.europa.eu/avpolicy/docs/library/studies/art_13/final_report_20111214.pdf))



# *Transposition of AVMSD in practice*

- Adoption of a recommendation on how the CSA would evaluate AVMS providers' efforts to implement this objective of promoting EUR works;
- Initial evaluation of the measures taken by these providers;
- Second evaluation of the first results obtained in terms of:
  - promotion;
  - consumption (in accordance with recital 69 of the AVMSD);
- Third and final evaluation aimed at helping the legislator to assess the pertinence of the decisions taken as part of the transposition of the AVMSD;

# *Transposition of AVMSD in practice*

- For each evaluation, one day of the catalogue of the 3 main VOD providers is analyzed thoroughly:
  - List of all the programs in the catalogue (with title, genre, country of origin, producer and year of production, distributor, rights, ...)
  - Their consumption
- Top 50 of the most consumed work in the period analyzed
- Detail of all the promotion methods used both on the service and elsewhere (folders, magazines, website, ...)
- If available, qualitative studies assessing the results of different promotion methods
- CSA alone : weekly monitoring of promotion of EU by the 3 main VOD services
- CSA alone : comparison between cinema and VOD



# *How prominence works in practice*

- Advertising inserts on the home page of the EPG or the website
- Creation of a specific category dedicated to EUR works in the catalogue
- Prominence in the barker channel
- References to EUR works in feature articles in its magazines or folders sent to its customers and devoted to EUR actors /directors or to specific events promoting EUR (e.g. European film festivals such as those in Namur, Liège, Cannes, Berlin, Venice, etc.);
- Prominence under headings (« new releases », « last chance », « great classics », « favourites »...)
- Presence of EUR works in promotional campaigns for the VOD service itself
- Other parameters which, although strictly speaking do not relate to prominence, may influence the objective pursued, particularly when positioning the work, such as:
  - date of entry in the catalogue;
  - length of time in the catalogue;
  - diversity of works in terms of genre, nationality, actors, directors, etc.





The screenshot shows the Skynet MovieMe homepage. At the top, there's a navigation bar with links like 'Je découvre', 'Recommandez-moi', 'Autres', 'Ma télévision', 'Mes films loués sur PC', 'Ma sélection', and 'Mon profil'. Below this is a search bar with the placeholder text 'Entrez une intrigue de film, une émotion, un titre, un lieu, un acteur...' and a green 'Trouvez des films' button. A large blue arrow points to the search bar. Below the search bar, there's a section titled 'Des films à voir absolument !' with a 'Plus d'infos' button and three movie posters: 'Miracle en Alaska', 'Je te promets', and 'Holy Motors'. At the bottom, there's a 'Je découvre' section with a list of filters: Genres, Humeur, Intrigue, Epoque-Période, Lieu, Public, and Éloges. Each filter has a corresponding image representing that category.

« Recent », « Top 20 »,  
« For filmlovers », ...

The screenshot displays the skynet.be website interface. At the top, a navigation bar includes the URL <http://movies.skynet.be/jinni/f/> and a search bar. Below this, a section titled "Louez et regardez ces films en ligne dès maintenant" features a row of six movie posters: *DIOSES*, *Khalass*, *Les sœurs fâchées*, *Le bonheur est dans le pré*, *Les choses de la vie*, and *Recherche bad boys désespérément*. A "Louez Sur PC" button is visible below the posters. To the right of this section is a yellow banner for "Regardez online".

The main content area is titled "Le meilleur de Belgacom TV" and includes a navigation menu with "Recent", "Nouveautés", "Le coin des cinéphiles", and "Top 20". Under the "Recent" tab, the section "Les films les plus récents" displays four movie posters: *L'âge de raison*, *De bon matin*, *Moi, Michel G. Milliardaire...*, and *La meute*. To the right of this section are two video thumbnails: "Le top 20 en vidéo" and "Le coin des cinéphiles (vidéo)".

At the bottom of the page, there is a footer with "Powered by jinnis" and "Child Focus Belgium | Regardez la campagne 'Mijn me'". The footer also lists various services and legal information, including "skynet.be" and "© 2012 Skynet".

Three light blue arrows point to specific elements on the page: one points to the "Recent" tab, another points to the "Le top 20 en vidéo" thumbnail, and a third points to the "Le coin des cinéphiles (vidéo)" thumbnail.

# « European cinema », « MUBI », « Ghent Film Festival », ...

The screenshot shows the skynet.be website interface. At the top, there are navigation tabs for "Epoque-Periode", "Lieu", and "Public". Below this is a "Le saviez-vous ?" section with a promotional image. A large light blue arrow points from the top left towards the "Festival de Gand" category in the left sidebar. The main content area features a grid of categories: "Special Tom Cruise", "Special Futuriste", "3D", "Cinéma du monde", "Cinéma européen", "Mubi", and "Festival de Gand". A light blue arrow points from the "Mubi" category towards the right. Another light blue arrow points from the "Festival de Gand" category towards the right. At the bottom, there is a "Découvrez les abonnements Belgacom TV" section. The footer contains the "jinni" logo, "skynet" logo, and various legal notices and links.

# « Discovery », « New », « Cult », « Contest »,...

The screenshot shows the VOD website interface. At the top, there is a navigation bar with the VOD logo and the text "La Vidéo à la Demande, vivons des moments uniques tous les jours." Below this is a menu with categories: "Cinéma", "Enfants", "Musique", and "Adultes". A large banner for "The Dark Knight Rises" is featured, with a blue arrow pointing to it from the top left. Below the banner is a "NOUVEAU !" section with three movie posters: "L'ENFANT D'EN HAUT", "MIAMI HEAT", and "MIAMI HEAT". Three blue arrows point to the "NOUVEAU !" section. Below this is a "PROCHAINEMENT" section with three promotional cards: "LE BONHEUR POUR 5,95 EUROS ?" (with a blue arrow pointing to it), "AVEC DARK KNIGHT RISES, TOUT VA S'EMBRASER !", and "Inscrivez-vous à notre newsletter" (with a text input field and a "S'INSCRIRE" button). The bottom of the page shows a Windows taskbar with various application icons and a system tray with the date "12/12/2011" and time "11:47".

MES AVANTAGES



La rentrée s'annonce musclée en **vod** !



Et aussi...



Les Vacances de Ducobu



Men In Black 3



Contrebande

Folders

# « On the agenda », Meeting with », « Interview of the month », ...

The screenshot shows the website <http://www.universcine.be/> with the following content:

- Top Left:** A navigation bar with a back arrow and the URL.
- Left Sidebar:**
  - Text: "Cette semaine, nous mettons à l'honneur le premier film du locain Philippe Claudel, 'Il y a longtemps que je t'aime', drame poignant avec Kristin Scott-Thomas et Elsa Zylberstein." with a link "LIRE LA SUITE".
  - Section: "CONCOURS - Gagnez des places pour le Be Film Festival au BOZAR" with a photo of people and a link "LIRE LA SUITE".
  - Text: "Dans le cadre du Be Film Festival, UniversCiné et BOZAR Cinéma s'associent pour vous offrir des places pour 10 projections !" with a link "LIRE LA SUITE".
  - Section: "Restez connectés sur UniversCine Belgium" with a Facebook widget for "UniversCiné Belgique" showing 4,908 likes and a grid of profile pictures.
  - Section: "OFFREZ-VOUS + DE CINÉMA ! Faites le plein de cinéma avec le CinéManaque avec le CinéPass".
- Main Content Area:**
  - Section: "PATRIMOINE Films cultes et introuvables... Le coin des amateurs" with a photo of a couple and text: "Marian Handwerker, Ronny Couffeur, Yvan Govaer, Benoît Lamy, Henri Xhonneux, Marc Lobet, Emile Dapelin... des films belges rares !" with a link "VOIR PATRIMOINE".
  - Section: "ActuCiné : 'Les bêtes du sud sauvage' de Benh Zeitlin" with text: "Le mercredi, c'est ActuCiné ! En ce 12/12/12, focus non pas sur 1, mais sur 3 sorties : 'Les bêtes du sud sauvage' (Beasts of the Southern Wild), 'Le Hobbit : un voyage inattendu' (The Hobbit) et 'Les mondes de Ralph' (Wreck it Ralph)." with a link "LIRE LA SUITE".
  - Section: "ActuCiné : 'Populaire' de Régis Roinsard" with text: "Aujourd'hui sort dans les salles 'Populaire', le premier long-métrage de Régis Roinsard. Comédie romantique pétillante qui raconte l'histoire de Rose Pamphylie, la dactylo qui tape plus vite que son ombre !" with a link "LIRE LA SUITE".
  - Section: "ActuCiné : 'Les Invisibles' de Sébastien Lifshitz" with text: "Ce mercredi sort dans les salles 'Les invisibles' de Sébastien Lifshitz. Sélectionné en hors-compétition lors du dernier festival de Cannes, le film place dans la lumière ces hommes et ces femmes nés à une époque où l'homosexualité se vivait dans l'ombre." with a link "LIRE LA SUITE".
  - Section: "ActuCiné : 'Thérèse Desqueyroux', de Claude Miller" with text: "Ce mercredi sort dans les salles « Thérèse Desqueyroux », film post-mortem de Claude Miller. L'occasion de revenir sur un réalisateur hors du commun." with a link "LIRE LA SUITE".
  - Section: "Rencontre avec Olivier Masset-Depasse pour 'Illégal'" with text: "Olivier Masset-Depasse signe, après Capes, un deuxième film fort. Nous l'avions rencontré à Namur au lendemain de la projection d'illégai en ouverture du 25ème FIFF. Découvrez également l'interview d'Anne Coeirens, l'actrice principale du film..." with a link "LIRE LA SUITE".
  - Section: "L'interview du mois : rencontre avec Amr Waked" with text: "De passage à Bruxelles pour la 39ème édition du Festival International du Film Indépendant, nous avons rencontré la star montante du cinéma égyptien Amr Waked, venu présenter 'Winter of Discontent'. Le réalisateur, Ibrahim El Batout, y met en scène trois personnages dont les vies seront bouleversées par la Révolution du 25 janvier 2011..." with a link "LIRE LA SUITE".

Four light blue arrows point to the following sections:

- From the left sidebar to the "CONCOURS - Gagnez des places pour le Be Film Festival au BOZAR" section.
- From the left sidebar to the "ActuCiné : 'Thérèse Desqueyroux', de Claude Miller" section.
- From the right side to the "ActuCiné : 'Thérèse Desqueyroux', de Claude Miller" section.
- From the right side to the "L'interview du mois : rencontre avec Amr Waked" section.



**my French Film Festival**  
FOOD FOR THOUGHT TO TAKE AWAY

*Découvrez les films de la  
sélection officielle en VoD  
jusqu'au 17 février*

[CLIQUEZ ICI](#)

## NOUVEAUTÉS



38 Témoins

De Lucas Belvaux

Inspiré d'un fait divers, Lucas Belvaux explore la face sombre des individus, la lâcheté et la peur. Un polar philosophique avec Yvan Attal et Sophie Quinton.

[VOIR LE FILM](#)



Les saveurs du palais

De Christian Vincent

Le délicieux duo Catherine Frot - Jean d'Ormesson nous sert ici une comédie savoureuse sur les coulisses du pouvoir vus depuis la cuisine.

[VOIR LE FILM](#)

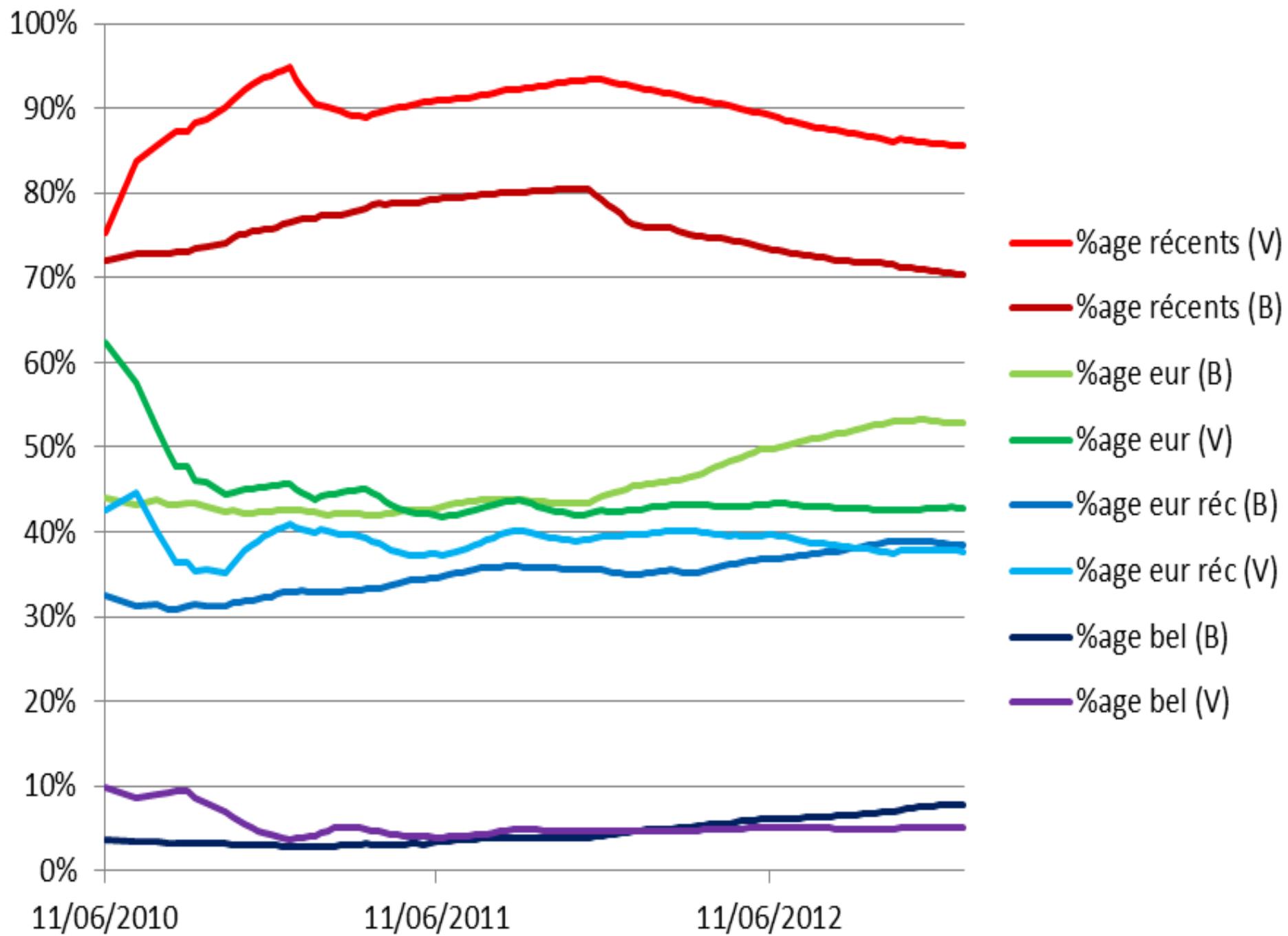
ActuCiné : "La Cinquième Saison"

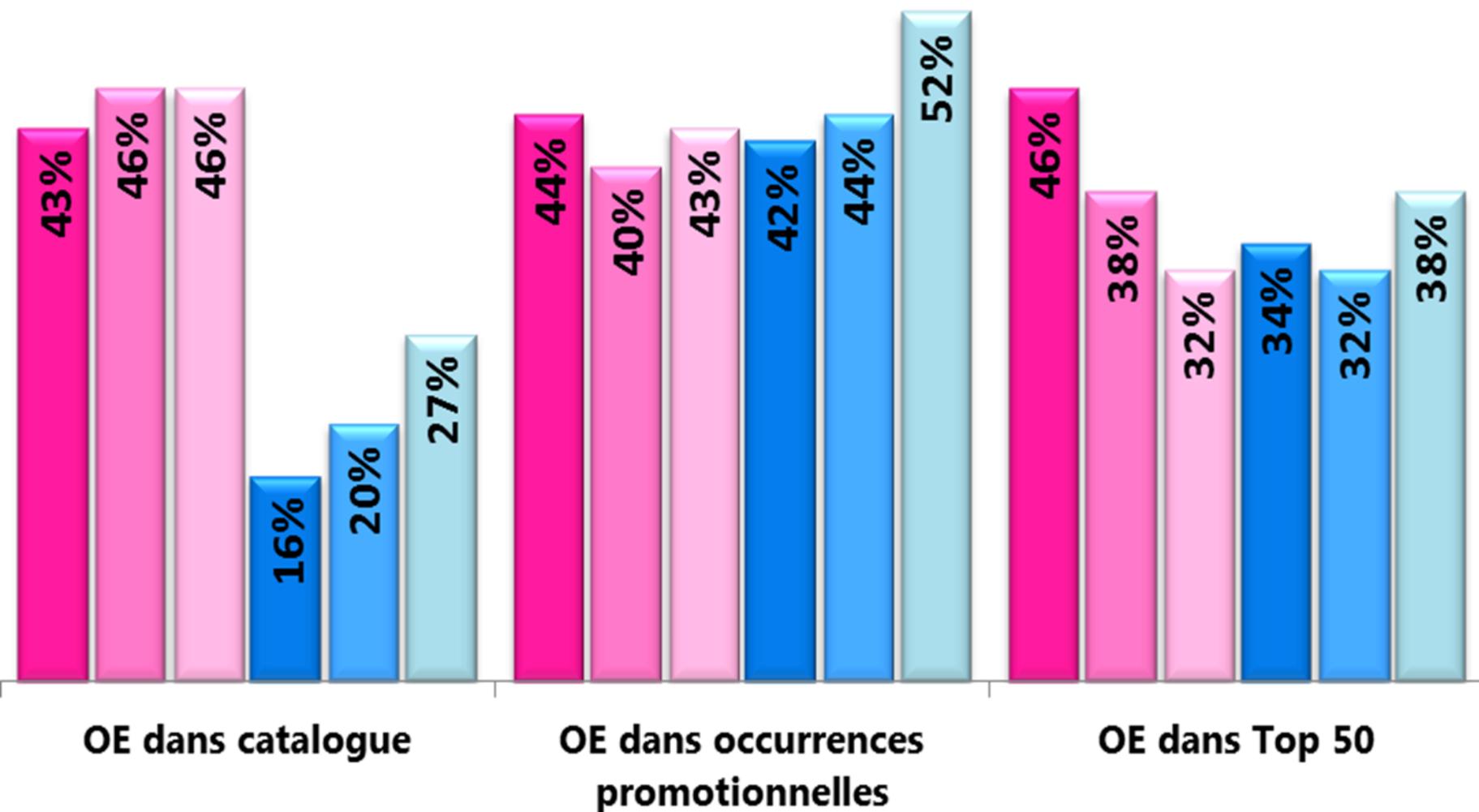


Ce mercredi 23 janvier est sorti "La Cinquième saison" de Peter Brosens et Jessica Woodworth. Nous vous faisons gagner 5x2 places pour aller voir le film en salle.

Le retour de Cinéstation







■ évaluation 1 Voo

■ évaluation 2 Voo

■ évaluation 3 Voo

■ évaluation 1 Belgacom

■ évaluation 2 Belgacom

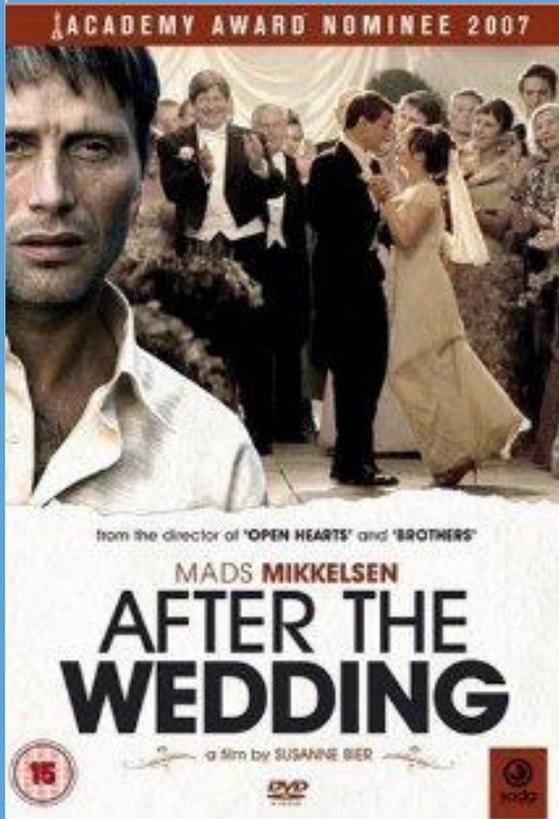
■ évaluation 3 Belgacom

- EUR works in the Top 50: 37 %
  - In the catalogue: 33 %
  - In cinemas: 25 to 28 %
- EUR works in the Top 50 without promotion:
  - VOO: 4 out of 50
  - Belgacom : 2 out of 50
- EUR works « boosted » by prominence

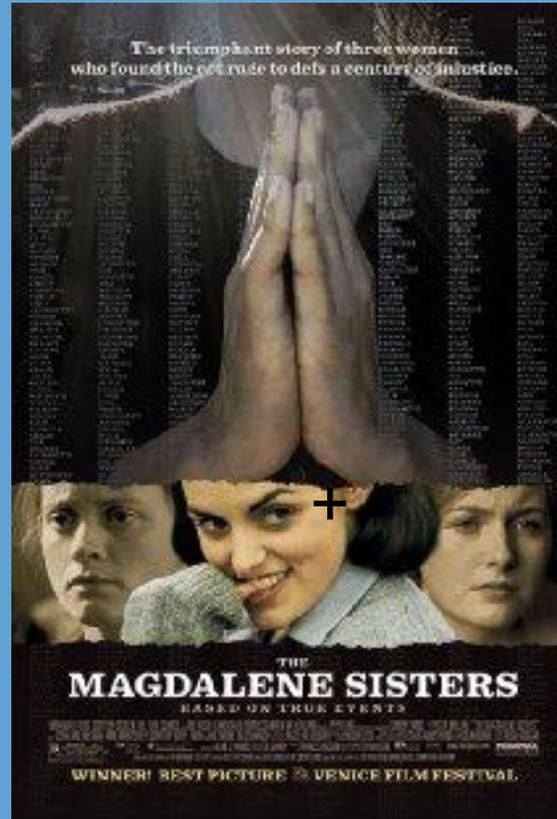


# CSA

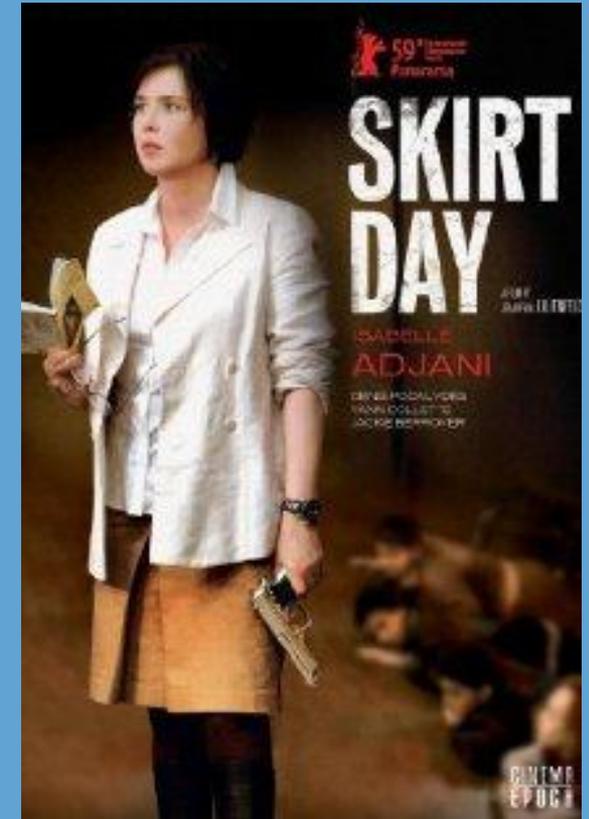
CONSEIL SUPERIEUR  
DE L'AUDIOVISUEL



+1500 %



+500 %



+300 %



# *Why use prominence?*

- For regulators :
  - Efficiency in implementing AV policy
  - New methods : shift towards collaborative regulation, in which :
    - Participation and contribution from the providers is essential
    - Interests of the providers are at the heart of the process
- For service providers :
  - Is, unlike contribution, « free »
  - Is, unlike quotas, not intrusive on « programming »
  - Can have positive effects on revenues



*How to go forward?*

*1. Regulators*

**epra**

europaean platform  
of regulatory authorities

52%

*How to go forward?*

*1. Regulators*

epora

european platform  
of regulatory authorities

# How to go forward?

## 2. Film funds



- EP Resolution 11/09/2012 on the online distribution of audiovisual works in the EU:
  - *“64. Encourages the Member States to implement the AVMSD and recommends that they monitor how European works, particularly films and documentaries, are actually presented and promoted through the different audiovisual media services accessible to the public, and stresses the need for closer cooperation between regulatory authorities and film funding organisations.”*



# How to go forward?

## 3. Commission



- EP Resolution 22/05/2013 on AVMSD :
  - 32. *Regrets that the data provided are insufficient...*
  - 33. *... urges the Member States to provide relevant data in this regard ;*
  - 34. *Stresses the lack of detailed reporting under Article 13 of the AVMSD ... and asks the Commission to clarify this point ;*



# How to go forward?

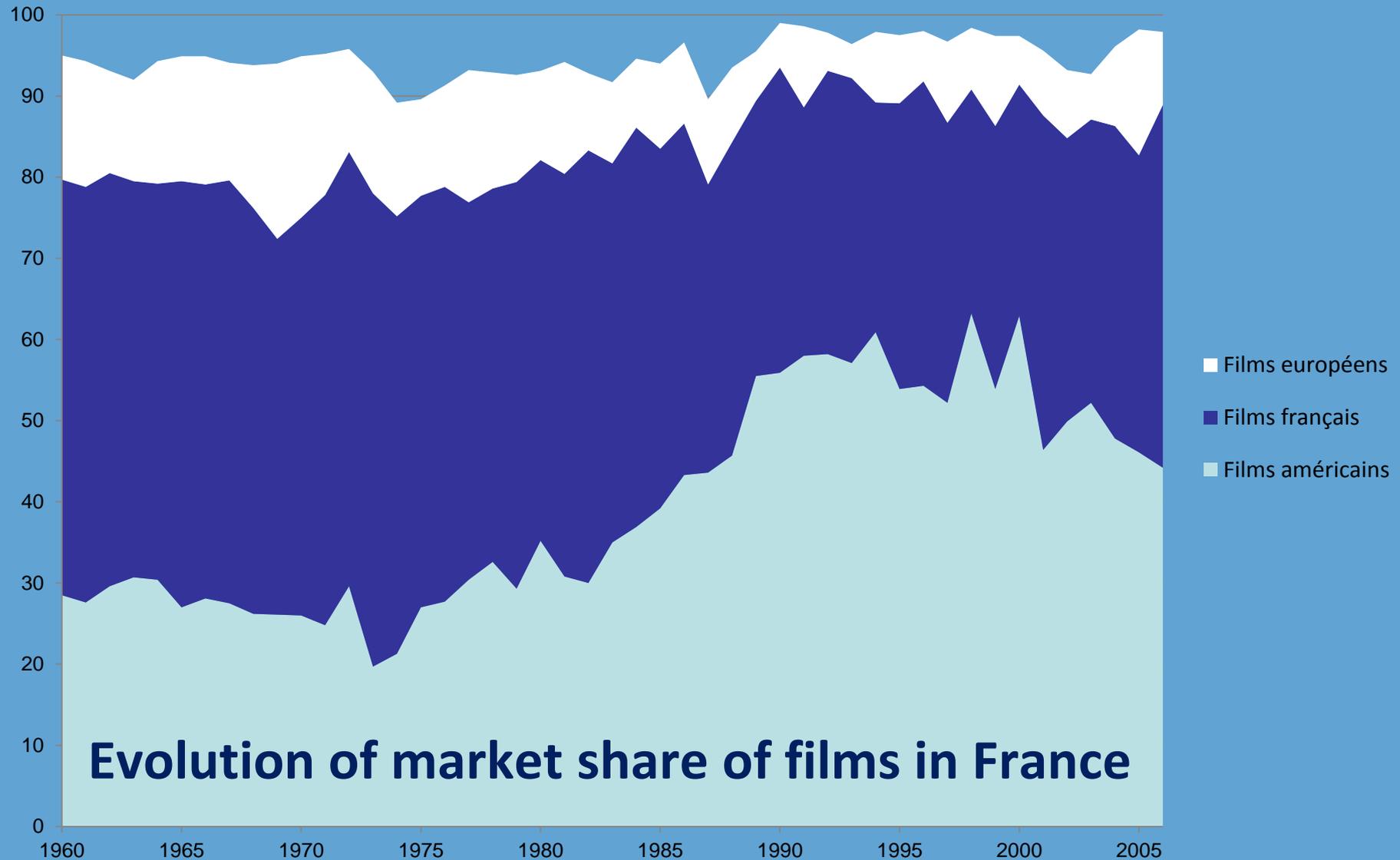
## 3. Commission



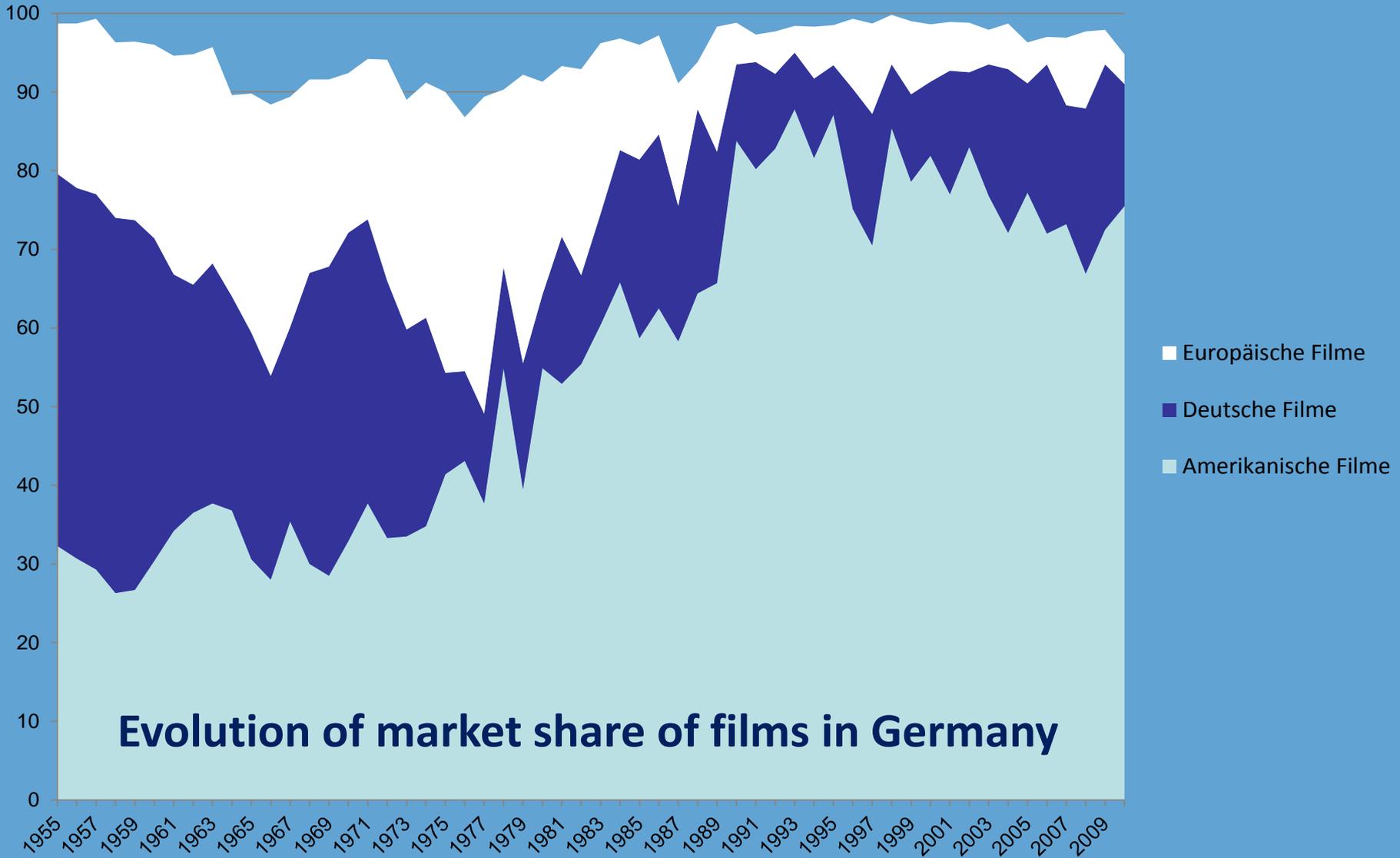
- EP Resolution 22/05/2013 on AVMSD :
  - 35. *Calls on the Commission and the MS to act urgently to ensure the effective implementation of Art. 13 of the AVMSD ;*
  - 36. *Calls on the MS to take effective measures to promote better synergies among NRA's, providers and the Commission ;*
  - 37. *Recommends strengthening the role of the EuAvObs, as this would be an appropriate solution for collecting data concerning the promotion of European audiovisual works ;*



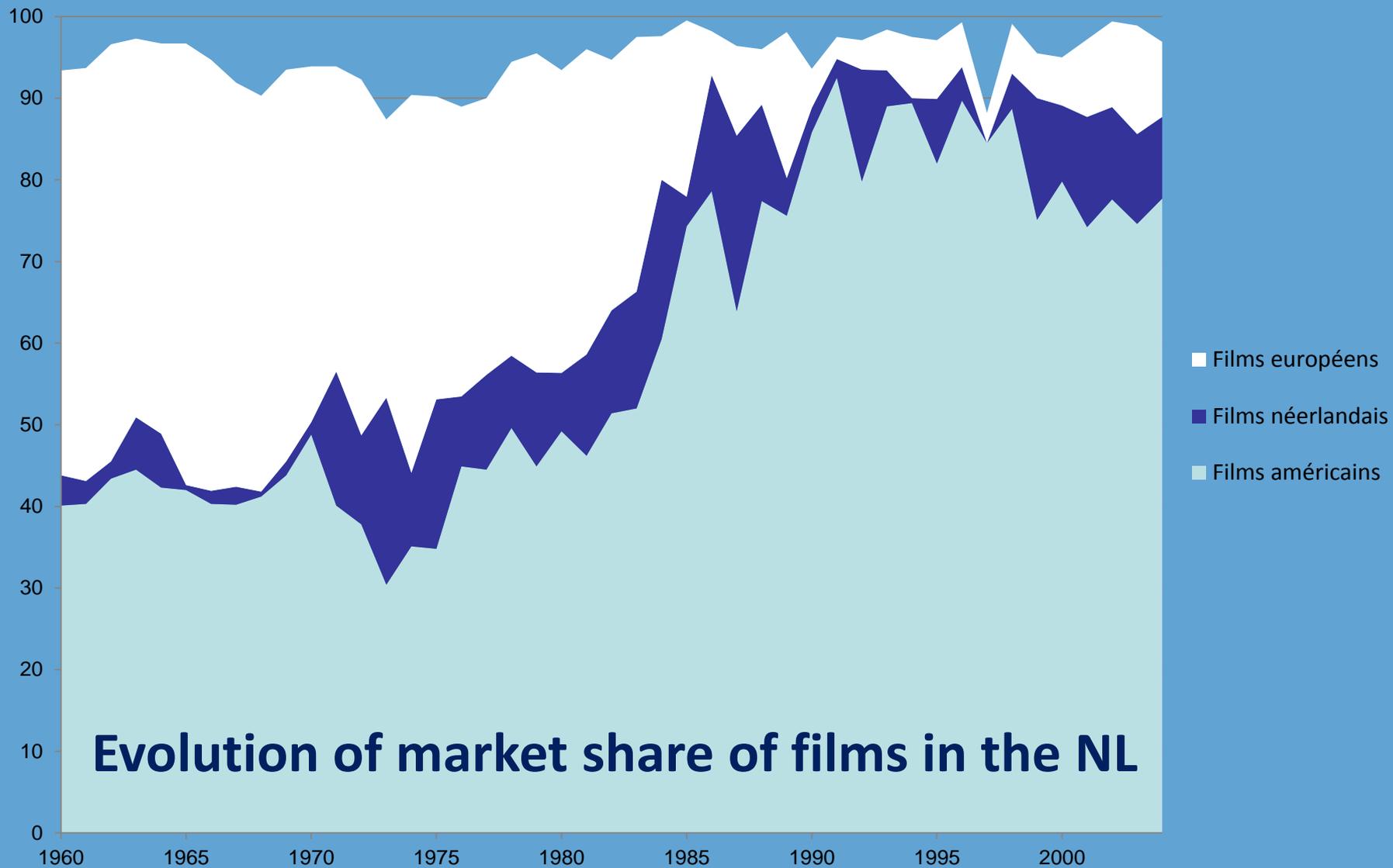
# *What is at stake?*



# What is at stake?



# *What is at stake?*





P.T. Barnum

*"Without promotion something terrible happens, nothing!"*

P.T. Barnum - Founder of Barnum and Bailey Circus

[jean-francois.furnemont@csa.be](mailto:jean-francois.furnemont@csa.be)

[www.csa.be/breves/689](http://www.csa.be/breves/689)

[@csabelge](https://twitter.com/csabelge)

[@jffurnemont](https://twitter.com/jffurnemont)

