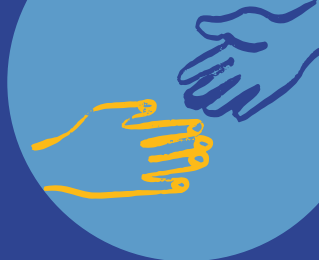


To promote fairness and transparency, Article 5 of the [P2B Regulation](#) obliges online platforms and online search engines to publicly set out the main parameters determining ranking.



Business users have a right to access information on ranking at any point in their relationships with platforms. This information on ranking parameters\* should provide actionable guidance for business users to improve the placement of goods and services in the lists of platform search results.

For more information, see [ranking guidelines](#) that accompany the ranking transparency requirements set out in the Article 5 of the P2B Regulation.

\*The main ranking parameters refer to any general criteria, processes and specific signals incorporated into algorithms used by platforms for ranking.

This new transparency requirement enables the analysis of the most important ranking parameters in the different sectors of the online platform economy. The word clouds illustrate the **main keywords** used in ranking parameter descriptions by platforms in different sectors.

