

*press release*

**First step towards harmonisation of spot dematerialisation:  
*egtaMETA***

---

Brussels, 19<sup>th</sup> July 2010

egta, the association of television and radio sales houses, has taken the first of two steps on the road towards the harmonisation of advertising spot dematerialisation. Today, the majority of egta members are abandoning tape-delivery for advertising spots and are turning to digital delivery.

This first step consists of the development of a standard for metadata to be attached to TV spots (metadata are precise information about the spot, replacing the manual labelling for tapes, essential to sales houses for broadcasting). With this unique standard, called *egtaMETA*, advertising spots can be easily circulated between advertisers, agencies, sales houses and channels nationally or internationally by digital means, using exactly the same “language”.

This standard was created by a group of technical experts from egta members (Germany, France, Italy and Belgium) with a metadata expert from the EBU, and many other members of the association aim to adopt and implement it soon. Like every good standard, the *egtaMETA* can and will evolve in time to reflect the needs of egta members.

The last steps towards harmonisation, mainly concerning spot delivery systems, will be the subject of follow up activities by egta.

--- ends ---