



World Radio Day 2015: European radio sales houses and their industry partners celebrate the power of radio

Brussels, 13 February 2015 - This year, for the third time, **European radios** are taking the opportunity of **World Radio Day**, as declared by UNESCO at its 36th General Conference in November 2011, to invite the industry **to celebrate a medium that forms a key part of the lives of millions of people around the world**. egta joins UNESCO in “inviting the national, regional and international broadcasting organisations and unions, as well as the media at large, to ensure the successful observance of World Radio Day by devoting it, as appropriate, to educational, cultural and public-awareness activities.”

With a dedicated website www.egtaradioday.com, egta highlights radio's core strengths: its ability to reach a huge and engaged audience, its exceptional offer to advertisers, its creative power and its innovation for the listeners of today and tomorrow. egta invites visitors to listen to three radio spots commissioned to demonstrate radio's unique capacity to create images on the canvas of the imagination, to discover a selection of best practice examples related to the promotion of radio as a medium and to support radio brands, as well as to review research pieces that prove the effectiveness of radio as an advertising platform.

World Radio Day recognises radio as the mass medium reaching the widest audience in the world. It reaches remote communities, enables debate and supports efforts in emergency communication and disaster relief. But radio has another side to celebrate: it brings music, sport, entertainment, drama, local news and content to its loyal audiences. Radio is a companion to billions of people around the world. However, great content comes at a price, and egta's role is to support its members - the sales houses that represent the radio industry in Europe and beyond - as they deliver a sound financial base for radio. All private and many public service radio broadcasters rely to different degrees on revenues from advertising, and it is crucial that advertisers and their media agencies recognise the true efficiency of the medium for building brands and driving sales.

Happy World Radio Day!

About egta:

egta is the association representing television and radio sales houses that market the advertising space of both private and public television and radio stations throughout Europe and beyond. egta fulfils different functions for its members in fields of activities as diversified as regulatory issues, audience measurement, sales methods, interactivity, cross-media, technical standards, new media etc. During its 40 years of existence, egta has become the reference centre for television & radio advertising in Europe. egta counts 129 members operating across 39 countries.

For more information visit: www.egta.com and follow us on Twitter: @egta_connect

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