



## **Press information**

**Beyond sponsorship:** Association of Television and Radio Sales Houses (egta) and Turkish Television Broadcasters' Association (TVYD) host workshop to help TV sales houses deliver creative solutions

### **Brussels / Istanbul, March 22, 2007**

Today, the Brussels based association egta and TVYD are hosting a one-day workshop for European and international sales houses on how to best develop new forms of television advertising formats. Speakers from Sweden, the USA, Germany and France among others will share their experiences with over a 100 senior-level participants.

In an era where television advertising is moving beyond the traditional commercial break, sales houses are offering more integrated forms of television advertising, for example, enhanced sponsorship, branded content, product placement, advertiser funded programming. With this workshop egta aims to give its members and workshop participants the necessary tools to help them effectively communicate their advertisers' brands to increasingly empowered consumers.

The workshop will furthermore highlight what type of regulatory framework impacts new advertising formats and what future opportunities and challenges can be expected. Presentations will also focus on how new forms of television advertising fit into a 360° integrated multi-media communication strategy.

egta has been growing continuously over the past years and now represents 60 television and 25 radio sales houses or commercial departments. The association's members range from across Europe and internationally so that its members now cover 36 countries, including Iran, Korea, Canada, Morocco and South Africa. Turkish members include Kanal D Advertising, Merkez Reklam Pazarlama AS, Zedpas Medya Pazarlama A.S. and Reksan Reklam.

Representing close to 70% of all TV advertising investment in Europe, egta has clearly become the European reference centre for audiovisual advertising in Europe. In keeping with the evolution of new technologies, egta has now extended its activities to any form of advertising coming through a screen, whatever the screen. egta addresses these changes through the organisation of seminars, working groups, training programs, etc.

For more information, please visit our website: [www.egta.com](http://www.egta.com), or contact

Audrey Marques, *Information Officer* at :

egta - association of television and radio sales houses

50, rue Wiertz

B - 1050 Brussels

Tel: + 32 2 290 31 33 / Fax: + 32 2 290 31 39

Email: [audrey.marques@egta.com](mailto:audrey.marques@egta.com)