

## **egta Ethical charter**

egta is the Brussels-based trade association of 86 television and radio advertising sales houses. Together, its members, established across 33 different countries (mainly in Europe), collect close to 70% of all advertising investments made in television.

This ethical charter publicly formalizes egta members' commitments to act as responsible partners in a fair, transparent and open advertising market.

In today's fast changing environment characterised by a fragmented digital media world driven by new technologies and new players, egta member sales houses wish to reaffirm their commitment to a trustful cooperation between advertisers, media agencies, broadcasters and their sales houses, and any other partner of the industry.

Therefore egta members:

1. Claim full control over their advertising inventory so as to safeguard equal access to the television and the radio media for all advertisers. In today's context of ever-more complex and wide-ranging advertising deals, sales houses should be kept informed of the list of end-clients (i.e. advertisers) to whom the advertising space is sold.
2. Endeavour to continuously improve audience measurement systems to the best of their capacity so as to ensure reliable reporting of their services. In this way, sales houses can guarantee the utmost quality of their services and an effective contribution to their clients.
3. Strive for a greater transparency of the advertising market and to maintain that all their transactions are documented and classified. Under exceptional circumstances and with due respect for confidentiality rules, sales houses are willing to make existing documentation available to independent third party reviewers/auditors.
4. Believe that all actors of the industry triangle should be rewarded fairly for their work, services or investments so as to benefit from advertising's added-value. Only in this way can a balance between all three actors emerge and guarantee both the smooth operation of the business and sustained investments in advertising.
5. Commit to a trustful dialogue with all actors of the industry who share the ultimate objective of a fully open and fair advertising business. In order to achieve continuous progress in that direction, sales houses are ready to work with these partners in drawing relevant self-regulatory codes of conduct at national level, for the sake of the advertising industry.