

## egta welcomes the European Parliament's clear move towards a more flexible approach to television advertising

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**Brussels, 14 December 2006** – After a year of intense debates, the European Parliament gave a clear signal in favour of a more flexible approach to television advertising. With coherent insertion rules based on 30-minute periods, the maintenance of a proper framework on sponsorship and the securing of new forms of advertising, European sales houses may be given the means to develop better and creative advertising formats. On this point, egta nevertheless regrets that restrictions on single spots were maintained.

Despite some reservations on the workability of the framework voted for product placement, egta strongly welcomes the European Parliament's move towards a clear legalisation of this new form of audiovisual commercial communications.

Egta and its members also feel encouraged by the European Parliament for investing in advertising self-regulation. With this vote, the added-value of effective self-regulation in making sure advertising is always decent, legal, honest and truthful is recognised.

*“Viewers will be the first to benefit from such a modernised regulatory framework. They will be able to enjoy creative television advertising again instead of today's long-cluttered tunnels caused by an overly-detailed regulation. This qualitative improvement will safeguard broadcasters' financial capacity to offer diversity programming accessible free of charge to European viewers.”* said Michel Grégoire, Secretary General of egta.

Egta now calls on the European Commission and the Council of the EU to take into account this vote of the European Parliament. Maintaining a vibrant and properly funded audiovisual sector in the years to come is more than ever within reach for Europe.

### About egta

**Egta is the trade association of television and radio advertising sales that commercialise the advertising space of both private and public TV/radio channels all over Europe.**

- 57 TV members
- 25 Radio members
- 26 European countries including 19 EU Member States
- Nearly 70% of the European TV advertising market
- 50% of radio advertising market in countries represented by the egta members

Egta provides a network for its members based on **relationships with more than 1000 high-level advertising executives**. Egta fulfils different functions for its members in fields of activities as diversified as regulatory issues, audience measurement, sales methods, interactivity, cross-media, etc.

Over its 32 years of existence, egta has become **the reference centre** for television & radio advertising in Europe.