

egta responds to the European Parliament's call on food advertising self-regulation and launches two new initiatives

Brussels, 29 September 2008 – egta, the association of television and radio sales houses, welcomes the European Parliament's recent adoption of a resolution on a strategy for Europe on nutrition, overweight and obesity. egta is particularly pleased that Members of Parliament recognise the added value of advertising self-regulation and acknowledge the role of recent industry initiatives in this field.

"Members of the European Parliament encourage media service providers to develop codes of conduct on inappropriate audiovisual commercial communications relating to food and beverage products. I want to reassure them that egta and television and radio sales houses take this call very seriously and that we are responding to it." said Michel Grégoire, Secretary General of egta.

Today, egta launches two new initiatives to strengthen food advertising self-regulation.

Firstly, egta has issued a recommendation paper urging all television sales houses to engage in discussions with advertisers and agencies at national level to envisage what concrete steps can be taken to further strengthen advertising self-regulation in their countries.

Secondly, egta commits to release guidelines on the ICC Framework on Food and Beverages by the end of 2009. Considering that media providers cannot draft codes of conducts on advertising alone, this document will instead support sales houses in their self-regulation « gate keeper » role and in turn, help to ensure that all broadcast advertising comply with the most commonly used self-regulatory code.

egta is confident that these initiatives and the concerted industry efforts will make a positive difference which – egta hopes – will translate in the independent evaluation to be carried in 2010.

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.

- 62 TV members
- 34 Radio members
- 34 European countries including 22 EU Member States
- Over 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 33 years of existence, egta has become **the reference centre** for television & radio advertising in Europe.