

egta signs Charter launching the EU Alcohol and Health Forum as a founding member

Brussels, 7 June 2007 – egta, the association of television and radio sales houses, joined 40 businesses and non-government organisations as founding members of the European Union’s Alcohol and Health Forum when it was launched today by EU Health Commissioner Markos Kyprianou.

Egta fully subscribes to the underlying principles laid out in the Charter and will discuss among its membership further efforts that can be carried out with the Forum’s objectives in mind.

Mr. Michel Grégoire, *Secretary General of egta*, signed the Forum’s Charter on behalf of egta’s 93 television and radio members, and stated that, *“This involvement illustrates TV and radio sales houses’ long-held belief in promoting responsibility in all commercial communications, which of course encompasses those of alcoholic beverages. Now with the support of the European Commission and working with other stakeholders, egta intends to multiply its efforts to make sure that self-regulation is really made effective across Europe and that it properly addresses the issue of excessive alcohol consumption.”*

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.

- 64 TV members
- 29 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.