

## egta welcomes the European Commission's support of self-regulation in the area of advertising for food products

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**Brussels, 30 May 2007** – Egta, the association of television and radio sales houses, welcomes the Commission's White Paper presenting “*A strategy for Europe on Nutrition, Overweight and Obesity related health issues*” and is particularly pleased that the European Commission recognises the added value of and supports advertising self-regulation.

When acknowledging that “*the individual is ultimately responsible for his lifestyle*” and that advertising and marketing are only “*wider information elements*” that shape an environment in which consumers take individual decisions, **the European Commission is moving away from simplistic and ineffective additional restrictions to advertising** of food products.

“*The European Commission offers a comprehensive and balanced approach to the fight against obesity in this Strategy. The marketing of food products is part of the political debate but the Commission acknowledges that it must be treated in a proportionate way*” said Michel Grégoire, Secretary General of egta.

He went on adding: “*With the European Commission's support of self-regulation, all stakeholders within the advertising industry must now amplify their efforts to make sure that self-regulation is really made effective across Europe; that it properly addresses the issue of healthy lifestyles and, not least, that it deals with new marketing communications and not only the already-regulated television and radio advertising.*”

### 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.