

egta looks into the future with optimism thanks to the Council agreement on the “audiovisual media services” directive and a new President

Helsinki / Brussels, 25 May 2007 – egta, the association of television and radio sales houses and its members are gathered today in Helsinki at the kind invitation of MTV, to look into the future of television advertising during three days of an exciting Annual General Meeting driven by waves of optimism.

On this occasion, **egta members particularly welcomed the Council of the European Union’s adoption of a political agreement on the draft directive on “audiovisual media services”**. This future piece of legislation will largely reflect egta’s consistent calls for:

- the introduction of light-touch regulations that support the development of new audiovisual media services rendered possible by new technologies,
- and the modernisation of television advertising rules in order to safeguard the proper financing of broadcasters and the steady investment in European audiovisual content.

egta’s Secretary General, Michel Grégoire, said *“With the tremendous technological and economic changes in the industry, Europe needed to modernise its 20 year old regulatory framework. It is now done in a balanced way, which substantiates a flexible approach to advertising. In the end, viewers will be the first to benefit from a properly advertising-funded industry. They will still be offered free-of-charge access to diversity programming on television and they will be able to access newly developed services.”*

In an unprecedented interactive session between advertisers and sales houses professionals, egta members demonstrated that, in this era of new media and 360° campaigns, **television, radio and internet advertising remain powerful drivers of creativity, talent and emotional engagement with consumers**, delivering great value for advertisers.

This Annual General Meeting also saw the handing over of the egta Presidency from Philippe Santini, *Director General of France Télévisions Publicité*, to **Heikki Rotko, Executive VP Sales and Marketing of MTV**. Thanks to the work carried out these past years, Mr. Rotko will represent for the next two years a reinforced and ever more committed egta, which now counts more than 90 of the biggest European television and radio sales houses as members.

About egta

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

- 64 TV members
- 26 Radio members
- 27 European countries including 19 EU Member States
- More than 70% of the European TV advertising market (more than 22 billion Euros consolidated turnover in 2005)
- 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.