

egta welcomes the final adoption of the “audiovisual media services” directive

Brussels, 29 November 2007 – egta, *the association of television and radio sales houses*, welcomes the adoption by the European Parliament of the new directive on “audiovisual media services”.

After five years of expert discussions and two years of political debate, egta is pleased that **the resulting political compromise** is balanced and that it translates the much needed liberalisation of television advertising rules into EU law. Viewers will be the first to benefit from broadcasters which, properly funded by advertising, will still be able to offer diverse quality programming free-of-charge to the viewers.

In Venice, where egta member sales houses met to look into the impacts of the rules established by this new EU directive, egta’s Head of Regulatory and Public Affairs, Bertrand Cazes, said *“This directive is clearly a step in the right direction for the European audiovisual advertising industry but much work remains to be done so that additional regulatory hurdles are not introduced through the back-door. egta and its member sales houses will be extremely vigilant so that Member States transpose and apply the new directive in the same constructive spirit and with the same objective of rational and flexible advertising rules.”*

egta calls on the Member States and national regulators to consider **the transposition and implementation of the new directive without further delay** as a standstill would serve only to harm the competitiveness of the EU audiovisual industry.

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.

- 67 TV members
- 30 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.