

egta welcomes the Council and Parliament compromise agreement on the draft “audiovisual media services” directive

Brussels, 8 May 2007 – egta, the association of television and radio sales houses, today welcomes the finalisation of a compromise agreement between the Council of the EU and the European Parliament that should lead to a quick formal adoption of a directive on “audiovisual media services”.

Together with other broadcast media representatives, stakeholders of the advertising industry and EU institutions, egta consistently supported the adoption of this directive, with the aim to:

- introduce light-touch regulations that support the development of new audiovisual media services rendered possible by new technologies,
- modernise rules on television advertising to safeguard the proper financing of broadcasters and steady investment in European audiovisual content,
- and support the dynamism of Europe’s information society and media industry which is of critical importance to achieving the 2010 Lisbon objectives.

egta’s Secretary General, Michel Grégoire, said “*viewers will be the first to benefit from such a modernised framework. Thanks to a properly advertising-funded industry, they will enjoy new audiovisual media services such as mobile television, IPTV or on-demand services and they will still be offered free-of-charge access to diversity programming on television.*”

“*With the tremendous technological and economic changes in the industry, Europe needed to modernise its 20 year old regulatory framework. The compromise found today is balanced and it substantiates a flexible approach to advertising*”, Michel Grégoire added.

It is now crucial that both the Council of Ministers and the European Parliament give their formal approval, for this directive to be adopted without delay.

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.

- 63 TV members
- 26 Radio members
- 26 European countries including 19 EU Member States
- More than 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.