

Environment and air quality deserve better solutions than overly simplistic car advertising restrictions

Brussels, 24 October 2007 – egta, *the association of television and radio sales houses*, expresses very strong concerns and disappointments after the European Parliament’s vote on a “*strategy to reduce CO2 emission levels from cars and light commercial vehicles*”.

“Whereas all European citizens acknowledge that reducing CO2 emission levels will require considerable efforts and structural reforms to accompany these changes in their habits and lifestyles, Members of the European Parliament responded to this challenge with a call for restrictions on car advertising. Not only is this overly simplistic but it is misleading to pretend that it could have an impact on CO2 emission levels. I think our environment and air quality deserve better solutions” declared Michel Grégoire, egta Secretary General, just after the vote.

Drawing an analogy between cars and tobacco products, imposing warnings and a long list of minute technical information to be displayed on every car advertisements are disgraceful and unworkable solutions that would only serve to harm Europe’s audiovisual sector.

egta acknowledges that media and advertising have an important role to play in encouraging sustainable behaviours and consumption. *“I understand that the advertising industry collectively and most importantly car manufacturers have to do more on these issues”* added Michel Grégoire.

egta is ready to engage in this debate with all advertising stakeholders on the one hand, to reinforce codes of conducts and self-regulatory mechanisms, and with the European Commission, on the other hand, to work on the availability of consumer information on fuel economy in marketing communications.

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 20 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 33 years of existence, egta has become **the reference centre** for television & radio advertising in Europe.