

The new EU television advertising rules made comprehensible egta releases its practical guide on the Audiovisual Media Services directive

Brussels, 3 June 2008 – egta - *the association of television and radio sales houses* – officially released its practical guide on the new “Audiovisual Media Services directive” on the occasion of its General Assembly last week in Dublin.

This fifty-page publication is meant to offer a thorough and practical analysis of the advertising provisions established in the recently adopted European directive on audiovisual media. The objective is **to explain the new provisions in the simplest terms so that they make sense to all advertising professionals**. “*egta hopes that this practical guide will empower advertising professionals so that they can test their creative ideas within the regulatory limits and continue working with the utmost sense of responsibility for the sake of the advertising industry*” said Michel Grégoire, egta’s Secretary General.

This publication has been developed primarily for television sales house and broadcaster professionals who form the core of egta’s network. At the time of transposition of this new directive into national laws, this publication can be of great value to all professionals working on this piece of legislation.

For further information on this publication, please refer to the enclosed presentation or do not hesitate to contact egta’s Head of Regulatory & Public Affairs, Bertrand Cazes.

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.

- 70 TV members
- 33 Radio members
- 34 European countries including 22 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 34 years of existence, egta has become **the reference centre** for television & radio advertising in Europe.