

press release

-- egta presents its New Media Conference, March 2010, Brussels --
-- speakers from across the industry showcase the evolving face of television for a new decade --

Brussels, 29 March, 2010

On 24-25 March, 2010, egta (the association of television and radio sales houses) proudly presented Highly Defined, the egta New Media Conference. The two-day event, which attracted over 100 high-level, specialist delegates from broadcasters, the media industry and the European institutions, examined the role of television and television advertising at the heart of entertainment and commercial communications at the start of a new decade.

At a time of structural and technological change, the conference showcased the evolving offer of television to viewers and advertisers, demonstrating how the medium is embracing the opportunities offered by new online and mobile platforms and why television is consistently growing in audience whilst remaining at the heart of media planning.

The keynote was given by Erik Portier, Country Manager for Google Belgium, and the first day's programme included presentations from broadcasters (RTL Belgium, MTV Oy of Finland, SevenOne Media of Germany and Rai of Italy), the mobile communications giant Nokia, leading Belgian telecoms and IPTV provider Belgacom, and from FMX, the new media division of production company FremantleMedia.

The second day of the conference featured speakers from the media agency MediaBrands, adserver supplier Videoplaza, publisher and micro-payment solution provider Hi-media, and the interactive television company OpenTV. The advertising industry was represented by Goodyear Dunlop and Sportlink, whilst the closing presentation was given by French broadcaster TF1.

In the context of the egta New Media Conference, Rai presented the projects for 4K high definition quality and audiovisual transmission in 3 dimensions the broadcaster is currently working on for television.

Paolo Lutteri, head of the Media Research Department at Sipra, sales house of Rai, demonstrated the future opportunities for advertising communications that allow commercial messages to have an increasingly powerful effect by adopting techniques already used in movie theatres with stereoscopic screening.

"The long history of images," said Lutteri, "from the Egyptian hieroglyphics to the stories of Rome on the Trajan's Column, can also be appreciated today with a technology that makes it possible to have 4,000 pixels by line on the screen. This opportunity must be exploited in order to increase even further the value of all advertising formats." A number of companies, including Fiat, Wrangler and Unieuro, have already presented their television advertisements in 3D.

Alberto Morello, Director of Centro Ricerche Rai in Turin, explained the state of progress of the high definition projects (the short film "Turin time lapse - Sguardi in 4K") and in particular stereoscopic television (3D-HDTV) with a video of excellent quality dedicated to Turin "7 luoghi, 8 minuti, 1 città".

Commenting on the conference, egta Secretary General Michel Grégoire said "the technologies and platforms presented by several of Europe's leading broadcasters demonstrate that television is successfully harnessing today's increased connectivity and mobility, allowing viewers to access content of remarkably high quality wherever and whenever they want it, and on the device of their choice. Television now also offers advertisers a medium to engage in increasingly efficient conversations with their consumers, ensuring that TV will remain central to commercial communications for many years to come."

About egta:

egta is the trade association of television and radio sales houses that commercialise the advertising space of both private and public TV and radio channels throughout Europe and beyond.

- 84 TV members, of which 9 are from non-European countries
- 38 Radio members, including one from a non-European country
- 35 European countries
- Over 70% of the European TV advertising market
- 50% of the 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.

During its 35 years of existence, egta has become the reference centre for television & radio advertising in Europe.