

egta complies with its commitment to the EU Alcohol & Health Forum and launches its compendium of regulations, self-regulatory standards and industry codes of conducts on audiovisual advertising of alcoholic beverages across EU member states

Brussels, 27 April 2009 – egta, the association of television and radio sales houses, complies with its commitment to the EU Alcohol & Health Forum and launches its compendium of applicable rules on TV advertising for alcoholic beverages across Europe.

Broadcast advertising for alcoholic beverages is subject to various regulatory limitations and must comply with many different self-regulatory standards and industry codes of conduct. These various safeguards complement each other at national level to ensure the highest level of responsibility on all broadcast advertising. Nevertheless, it arises from the various political debates on marketing communications of alcoholic beverages that there is a lack of knowledge about all of the safeguards already in place for television advertising. This is the reason why, within the framework of the EU Alcohol & Health Forum, **egta today launches its compendium of alcohol advertising with the objective of providing advertising professionals with a benchmarking tool and, in turn, of facilitating the exchange of best practices across Europe in the area of responsible advertising.**

Please be aware that the publication of this compendium is prior to the creation of a new egta database on alcohol advertising that will be made available to all broadcast advertising professionals in the months to come.

Please note that a full version of the compendium is available for download at www.egta.com

About egta

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

- 61 TV members
- 34 Radio members
- 34 European countries including 22 EU member states
- 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.