



World Radio Day 2014: European radio sales houses and their industry partners celebrate the power of radio

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Brussels, 13 February 2014 - This year, for the second time, European radio sales houses are taking the opportunity of World Radio Day, declared by the UNESCO at its 36th General Conference in November 2011, to invite the industry to celebrate a medium that forms a key part of the lives of millions of people around the world.

This year, egta has chosen to highlight radio's ability to give each listener a unique experience within the *theatre of the mind*, whilst at the same time conveying messages to millions of people simultaneously via one of the few truly mass media available to marketers. **Three radio spots commissioned by egta demonstrate this unique capacity of radio to create images on the canvas of our imagination.**

With a dedicated website www.egtaradioday.com egta highlights radio's core strengths: its ability to reach a huge and engaged audience, its exceptional offer to advertisers, its creative power and its innovation for the listeners of today and tomorrow. We encourage visitors to discover a selection of best practice examples related to promotion of radio as a medium and supporting radio brands.

The World Radio Day recognises radio as a mass medium reaching the widest audience in the world, offering powerful communication at low cost. Radio reaches remote communities and vulnerable people. It enables debate and supports efforts in emergency communication and disaster relief. But radio has another side to celebrate: it brings music, sport, entertainment, drama, local news and content to its loyal audiences. Radio is a companion to billions of people around the world.

However, great content comes at a price, and egta's role is to support its members - the sales houses that represent the radio industry in Europe and beyond - as they deliver a sound financial base for radio. All private and many public service radio broadcasters rely to different degrees on revenues from advertising, and it is crucial that advertisers and their media agencies recognise the true value of the medium for building brands and driving sales.

Happy World Radio Day!

About egta:

egta is the association representing television and radio sales houses, either independent from the channel or in-house, that market the advertising space of both private and public television and radio stations throughout Europe and beyond. egta fulfils different functions for its members in fields of activities as diversified as regulatory issues, audience measurement, sales methods, interactivity, cross-media, technical standards, new media etc. During its 35 years of existence, egta has become the reference centre for television & radio advertising in Europe. egta counts 125 members operating across 37 countries. See www.egta.com for more information.

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