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TV INDUSTRY RAISES THE BAR FOR CROSS-PLATFORM AUDIENCE MEASUREMENT

egta and The Global TV Group adopt TV Charter which sets higher standards with regards to measurability, transparency of data and accountability than any other medium

Brussels, 21 October 2019. [egta](#) – the association of television and radio sales houses – supported by [The Global TV Group](#) has released [a progressive TV Charter](#) on television companies' commitment towards the responsible and transparent measurement of advertising in the TV/video ecosystem.

The Charter was adopted by a vast majority of *egta's* 155 member sales houses active in over 42 countries, as well as by notable industry trade bodies such as *Screenforce (DE, AT, CH, FI, NL)*, *Thinkbox (UK)*, *ThinkTV (AU/CA)* and the *VAB (US)* which comprise *The Global TV Group*.

The set of simple principles aims to raise the bar with regards to measurability, transparency of data and accountability and defines first-time measurement standards for the entire TV industry. It serves as a reminder that TV's premium environment – both on-air and online – already meets the legitimate demands from advertisers for brand safety, transparency and access to verified data, as outlined in the *Global Media Charter*, published by the *World Federation of Advertisers* in 2018.

The *egta* Charter is also in line with the recently announced global WFA initiative designed to make the advertiser voice heard on the topic of cross-media measurement - and supports the WFA's determination to find cross-industry consensus on key principles for measurement, together with TV companies, online players and measurement companies.

The ultimate goal set forward by *egta* and *The Global TV Group* is to build a solid foundation for the TV industry to move forward in unison – evolving audience measurement, setting the highest standards allowing for comparability on a global level and building bridges with industry stakeholders in an increasingly digital, multi-screen and cross-platform advertising landscape.

Several senior executives involved in the initiative shared their comments on the TV Charter:

“In a fast-evolving media landscape characterised by changing viewing behaviour across screens and platforms, audience measurement too must evolve. As a growing amount of companies develop proprietary solutions in an attempt to solve part of the equation, it seems increasingly clear that the adoption of common industry guidelines is a much better option and that setting standards for viewability, transparency, accountability and data comparability is imperative to creating a level playing field. This is what this Charter is all about; it outlines TV companies' commitment to raising the bar for the whole industry. It is a reminder to advertisers that TV's premium content and environment – both on air and on line - already meet their growing demands for brand safety, transparency and access to reliable and verified data.”

Malin Häger, President of egta and Sales Manager & Chief Commercial Officer at TV4 Sales

*“To compete in this era of transformation and increasing digital competition, TV must evolve and adapt to the challenges of a multiscreen and cross-platform environment and in doing so, set the bar high when it comes to the measurability, transparency and accountability that marketers demand and deserve. If TV – with the premium content and brand-safe environment it provides - is to continue to deserve the recognition and loyalty of advertisers and marketers, it is vital that all players across Europe and across the globe adopt common principles. I support this TV Charter as it establishes simple standards that allow for comparability on a global level and creates a foundation for our industry to move forward together.” - **Jamie West, Deputy Managing Director at Sky Media UK and Group Director of Advanced Advertising at Sky PLC***

*“The world of TV is increasingly collaborating and cooperating to offer more to advertisers, and this global charter is the latest step. egta should be applauded for it. It lets advertisers know the minimum they can expect from TV, from data provenance to brand safety standards. TV is a trusted, high-quality medium, a class apart, and it is vital that it continues to hold itself to the highest standards – especially at a time when some advertising environments are falling below what should be acceptable.” - **Lindsey Clay, President of the Global TV Group and CEO of Thinkbox***

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Annex: The TV Charter / a compilation of visuals summarising the key principles.

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egta is a Brussels-based trade body representing TV/video and radio/audio companies responsible for the monetisation of content and the sale of advertising and brand integrations across the on air and online portfolio of more than 150 major broadcasters active in 42 countries, in Europe and beyond. www.egta.com

The Global TV Group is an informal grouping of broadcasters' and sales houses' trade bodies in Europe, the USA, Canada, Australia and Latin America, whose joint objective is to promote television and remind advertisers, journalists, tech gurus, agencies and industry peers about the effectiveness and popularity of TV. www.theglobaltvgroup.com/