



## TELEVISION INDUSTRY UNITES FOR UNITED NATIONS' "WORLD TELEVISION DAY"

### World TV Day celebrates TV's 'best moments'

Geneva & Brussels, 17 November

Viewers are being asked to share their favourite TV moments in celebration of [World Television Day](#) – the United Nations led initiative backed by the [European Broadcasting Union \(EBU\)](#), the [Association of Commercial Television in Europe \(ACT\)](#) and [egta](#), the Brussels based association of television and radio sales houses.

Broadcasters across Europe, Asia, Canada, USA and Australia have been invited to screen a 30 second video commissioned by the organizations in recognition of the crucial role TV plays to inform, educate and entertain. Numerous broadcasters have already confirmed that they will air [the clip](#) on 21<sup>st</sup> November across their networks or online portals.

The clip features entertainment, news, culture, sport and drama highlights and urges viewers to nominate their best TV moment using the social media hash tags #WeLoveTV and #WorldTVDay.

Contributions made to websites, Facebook and twitter will be collated by local broadcasters with the potential to create a new clip called 'You love TV.'

EBU president [Jean-Paul Philippot](#) says public service media television helps strengthen democracy by ensuring that everyone – including those without political or economic influence – can access information.

"The EBU has 63 Active TV Members in 55 countries, operating 937 TV channels broadcasting in 69 languages with a potential audience of 1.02 billion people," Mr Philippot said. "It gives a voice to those who would otherwise go unheard and by serving all sections of society; it promotes tolerance and understanding and facilitates debate around issues of national concern."

egta President [Franz Prenner](#) says the initiative celebrates television's everlasting audience appeal.

"Television viewing across most European countries is stable or increasing," said Mr Prenner. "Throughout the European Union, the average viewer tunes in for 236 minutes a day. The odd fluctuation cannot mask the big picture that people love to consume quality content on multiple screens, including OTT. TV is only beginning to embrace its golden age!"

Chairman of the ACT Board of Directors [Magnus Brooke](#) describes television as a 'European success story'.

“Television is the medium used most by Europeans. 87 per cent watch TV content daily either on a TV set or online,” says Mr Brooke. “This enduring popularity is made possible thanks to commercial channels’ investment in programme content. Our viewers demand the best news, sport, entertainment and drama. Good quality doesn’t come cheap and 40 per cent of commercial TV revenue is reinvested in TV content. This investment is rewarded in consumers’ trust. Although information today is everywhere, television remains the most trusted platform for news in Europe and beyond.”

Regional Information Centre Deputy Director [Caroline Petit](#) says World Television Day was proclaimed an annual event by the United Nations in 1996 in recognition of the impact television increasingly has on decision-makers.

“TV’s power lies in its ability to foster democracy, to encourage freedom of speech, to contribute to innovation, to mobilise and to support cultural diversity,” Ms Petit said. “By alerting world attention to conflicts and threats to peace and security, TV has the potential to help sharpen the understanding of some major global topics.”

#### **Note to the Editor:**

Please find below a few quotes given this year by celebrities that can be used for your coverage:

“Television helps bring the world to people’s lives and living rooms. Through quality programming, television sheds light on global issues and opens windows of understanding on the struggles and hopes of communities and families everywhere. The United Nations looks forward to continuing our work with broadcasters to help inform, educate and build a better world.” **Ban Ki-moon is the Secretary-General of the United Nations**

“TV is now the greatest cultural influence in the world. It crosses all human boundaries and has the capacity to bring people together, when used in a positive way, like no other medium. I love to watch TV wherever I am in the world and never cease to be both entertained and informed by it.” **Bonnie Tyler, Welsh singer, songwriter, businesswoman and active philanthropist**

“While the digital revolution has empowered individuals with an unprecedented diversity of communication tools, television remains the most powerful medium of all. It allows people - of all ages and backgrounds - to easily share information, views and emotions. Television has a key role to play in education, and it enables viewers to enjoy the richness of our cultural diversity, contributing to a more creative Europe.” **Androulla Vassiliou, European Commissioner for Education, Culture, Multilingualism and Youth 2010 - 2014, for World Television Day**

“Television has always been very important in my life. As a child I watched TV with my grandmother, and it’s a habit that has never left me. Just as what I see on the street inspires me, so does television. When I work on my collections, I try to reflect what I see and perceive around me. Fashion should match people’s evolving desires as well as reflect the society they live in; this is where television comes in, among other sources of inspiration.” **Jean Paul Gaultier is a French haute couture and Pret-a-Porter fashion designer and stylist and was the creative director of Hermès from 2003 to 2010.**

Other quotes from celebrities such as Usain Bolt, Martin Schultz, Neelie Kroes, Viviane Reding, Michael Schumacher, Gerhard Zeiler, Felix Baumgartner, Justine Henin, Sir Philip Craven, ZsaZsa Gabor any many others can be found under this link: <http://www.worldtelevisionday.tv/testimonials/>

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**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 40 years of existence, egta has become the reference centre for television & radio advertising in Europe. egta counts 128 members operating across 37 countries.

For more information visit: [www.egta.com](http://www.egta.com) and follow us on Twitter: [@egta\\_connect](https://twitter.com/egta_connect)

**ABOUT ACT:**

The Association of Commercial Television in Europe (ACT) represents the interests of leading commercial broadcasters in 37 European countries. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. ACT engages with the EU institutions to achieve a balanced and appropriate regulatory framework which will encourage further investment and growth in our sector.

For more information visit [www.acte.be](http://www.acte.be) and follow us on Twitter: [@ACT\\_eu](https://twitter.com/ACT_eu)

**ABOUT THE EUROPEAN BROADCASTING UNION (EBU)**

The EBU is the world's foremost alliance of public service media organizations, with Members in 56 countries in Europe and beyond. The EBU's mission is to defend the interests of public service media and to promote their indispensable contribution to modern society. It is the point of reference for industry knowledge and expertise.

The EBU operates EUROVISION and EURORADIO.

EUROVISION is the media industry's premier distributor and producer of top quality live sport and news, as well as entertainment, culture and music content. EURORADIO enhances public service radio through the exchange of music, professional networking and the promotion of digital and hybrid radio – to ensure radio remains a key protagonist in a multimedia world. The EUROVISION/EURORADIO satellite and fibre network is the largest and most reliable in the world directly plugged in to public service media everywhere.

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