



EUROPEAN COMMERCIAL BROADCASTERS WELCOME TV EVROPA FROM BULGARIA AS NEW MEMBER

Brussels, 20 May 2011 – The Association of Commercial Television (ACT – www.acte.be) is pleased to announce a further increase in membership. At its Extraordinary General Meeting, yesterday, the ACT's College of Members welcomed TV Evropa from Bulgaria. With 32 member companies licensed in 30 different European countries and distributed across 45 European markets and beyond, the ACT represents the commercial broadcasting sector in Europe and forms part of the cultural and creative industries accounting for 6.9% of total EU GDP and approximately 14 million jobs in Europe.

TV Evropa is a Bulgarian news channel which has been in operation for ten years and is based in Sofia. Bulgarian MEP Emil Stoyanov is the founder of Evropa TV. The channel holds a licence for TV broadcasting via cable and satellite. The channel is referred to as a news mill delivering 60 to 70 news items daily - domestic, international, economic, culture, sports. The format of TV Evropa is unique with its round-the-clock newscasts every thirty minutes.

Commenting on the new ACT member, Ross Biggam, ACT General Director, said: "We are very pleased to welcome TV Evropa to the Association. As of today, the ACT represents thirty two member companies, the highest number in our history. TV Evropa matches well with the other channels represented within our Association strengthening our reach into the Central and Eastern European countries. We are delighted that more European broadcasters are convinced of the need to engage with the institutions and communicate the challenges of our sector to European regulators".

For further information on the Bulgarian channel, please see: www.tvevropa.com

About the ACT: The Association of Commercial Television in Europe (ACT) represents the interests of the commercial broadcasting sector in Europe. Formed in 1989, the ACT has thirty-two member companies licensed in 30 different European countries and distributed across 45 European markets and beyond. Our members operate several hundred free-to-air and pay-tv channels and distribute many more channels and new services. The ACT members encompass several business models: free-to-air broadcasters and pay-TV players, digital platform operators and multimedia groups. www.acte.be

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