

----- Press Release under embargo until 21 November -----

WORLD TELEVISION DAY CELEBRATES A TRUTH THAT HOLDS AROUND THE GLOBE: TV MAKES A DIFFERENCE

Brussels, 21 November 2020

TV companies around the world celebrate World Television Day on 21 November to remind us that TV makes a difference in people's lives. As part of the annual United Nations initiative, [a 30 second-spot](#) will be broadcast on-air and shared online worldwide. The clip will be adapted and translated into many languages.

Putting the spotlight on society

For its 24th edition, World Television Day celebrates a truth that holds around the globe: TV makes a difference! Our medium has made and will continue to make a difference in society by putting the spotlight on racial and social injustice, hate speech, the pressing climate issues and the support TV has provided to people and businesses throughout the continuing COVID crisis.

"While circumstances kept us apart this year, TV has brought us together. TV is and always has been a social glue. As viewing rocketed, broadcasters the world over reacted to the unique circumstances nimbly and with great creativity to ensure that TV was there for us all as a source of trusted information, comforting distraction, and much-needed escapism," asserts Lindsey Clay, President of the Global TV Group and CEO of Thinkbox.

"This pandemic demonstrates like never before the role of television to support society and democracy. Throughout these difficult months, TV is there to care. Care for the provision of editorially responsible trusted news. Care for the distribution of entertainment to bring light in times of darkness. Care for preserving variety and cultural diversity in the media landscape. All in all, TV is and will continue to be a true beacon of resistance against the Coronavirus", proclaims Guillaume de Posch, President of the Association of Commercial Television in Europe.

"The past year, TV has continued to uphold its long tradition of addressing the critical issues in our global community. It brings our attention to social injustice, sheds a neutral light on society's mishaps, helps relieve the strain of an unprecedented era giving us a hopeful outlook on the future. World TV Day is an opportunity for us all to pay tribute to the many professionals who make the magic happen both on screen and from behind the scene. We invite everyone to once again celebrate our medium around the world," says Laurent Bliaut, President of egta and Deputy General Director, Marketing and R&D, TF1 Publicité

"At the time of COVID-19, Television has never been so present and important. Broadcasters have a dual responsibility to inform and to connect people by sharing positive and verified stories about building back better and greener. Thank you to the TV industry for making a difference," says Caroline Petit, Deputy Director United Nations Regional Information Centre for Europe (UNRIC).

For more information, please visit:

- <http://www.worldtelevisionday.com>
- <https://youtu.be/BvRp8nNNEPQ>

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ABOUT THE GLOBAL TV GROUP

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, agencies and industry peers about the effectiveness and popularity of TV.

<http://www.theglobaltvgroup.com/>

ABOUT THE ASSOCIATION OF COMMERCIAL TELEVISION IN EUROPE (ACT)

The European commercial broadcasting sector is a major success story. We entertain and inform hundreds of millions of EU citizens each day via thousands of channels available across Europe. The Association of Commercial Television in Europe represents the interests of 29 leading commercial broadcasters across Europe. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that the healthy and sustainable commercial broadcasting sector has an important role to play in the European economy, society and culture.

<https://www.acte.be/>

ABOUT egta

egta is the association representing television and radio sales houses, either independent from the channel or in-house, that markets 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 more than 40 years' existence, egta has become the reference centre for television and radio advertising in Europe. egta counts more than 150 members operating across 43 countries.

<http://www.egta.com/>

ABOUT UNRIC

The Brussels-based United Nations Regional Information Centre for Europe – UNRIC – provides information on UN activities to 22 countries and is active on social media and websites in 13 languages. It acts as the European communication office of the United Nations and its aim is to engage and inform European citizens about global issues. It also liaises with institutions of the European Union in the field of information. Its outreach activities, joint public information campaigns and events are organized with partners including the EU, governments, the media, NGOs, the creative community, and local authorities.

<https://unric.org/>