

ACT CELEBRATES 35 YEARS ON WORLD TELEVISION DAY, LAUNCHES MANIFESTO & NEW LOGO

BRUSSELS, 21 NOVEMBER 2024. The Association of Commercial Television in Europe and Video on Demand Services in Europe (ACT), celebrates [World Television Day](#)¹ and its 35 years of existence since its foundation in 1989.

A milestone in the history of commercial broadcasting in Europe and its presence at the heart of European public policy discussions impacting media.

Cécile Frot-Coutaz, ACT President, stated: *"Today marks a key milestone for ACT as we celebrate 35 years and launch our public policy Manifesto. On World Television Day, in the heart of the EU, we unite TV and VoD leaders to champion cultural diversity, media pluralism, and trusted news. Together, we inform, entertain, and connect millions daily, standing as the voice of European media and a pillar of democracy and the economy."*

The ACT officially releases its public policy [Manifesto 2024-2029](#) in the presence of commercial media leaders from across Europe (see next page). ACT recommends that policymakers look to three guiding pillars to bolster the significant contribution of the industry to cultural diversity, media pluralism and economic growth:

- I. **Parameters that fit the new media environment:** the economic reality of the audiovisual landscape in Europe needs a legal and regulatory framework that ensures stability and drives competitiveness
- II. **Policies that allow media to compete & grow:** allowing media to compete effectively and grow means effective support for pluralism, implementation of new ex-ante European rules and a more modern competition policy framework
- III. **Principles to promote IP & contractual freedom:** the fundamental commercial drivers of value for media – intellectual property and contractual freedom – need to be preserved and better enforced

New political cycle, new image. ACT rebrands with a new logo. This underscores the Association's ongoing attachment to its name; whilst reflecting the evolving landscape of our industry.



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¹ In recognition of the increasing impact television has on decision-making by bringing world attention to conflicts and threats to peace and security and its potential role in sharpening the focus on other major issues, including economic and social issues, the United Nations General Assembly proclaimed 21 November as World Television Day (through resolution 51/205 of 17 December 1996).

MEDIA LEADERS PRESENT IN BRUSSELS



About the Association of Commercial Television and Video on Demand Services in Europe (ACT)

The Association of Commercial Television in Europe represents the interests of 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-us/>