CELEBRATING WORLD TELEVISION DAY 2026: "WHO DO YOU TRUST?"

Brussels, 21 November 2026

On 21 November, TV companies worldwide will celebrate **World Television Day**, a global occasion established by the United Nations to recognise television's role in informing, educating and connecting audiences. In 2026, the campaign focuses on trust at a time when misinformation, deepfakes and AI-generated content can make it harder to distinguish what is real.

ACT, EBU, egta and the Global TV Group (GTVG), jointly present the 2026 World TV Day campaign, bringing the television community together around a 30-second film. Adapted from an original concept by **RTL AdAlliance**, the film retains the original creative approach and calls on audiences to choose verified media.

Who do you trust?

In a world overwhelmed by voices, the truth can be harder to find. This is the starting point of the 2026 film, which uses images and sounds associated with news, entertainment and manipulated content to ask a direct question: **"Who do you trust?"**

The film moves from the noise of competing claims to the value of real journalism and professionally produced, accountable media. Its message is not only about the risks posed by misinformation and deepfakes, but also about the role of trustworthy information and storytelling in public life.

The script describes how "real journalism" can "cut through the noise", highlights "stories that matter" and presents journalism as "a safeguard for democracy". These are the themes at the heart of this year's World TV Day campaign.

The 30-second film closes with the call to action **"Choose verified media"**, followed by **"Trusted by people. Supported by brands."**

Key messages of this year's campaign include:

- **Trust in a crowded information environment:** Misinformation, deepfakes and AI-generated material make it increasingly important to know which sources are reliable.
- **Journalism that cuts through the noise:** The film highlights the value of real journalism and professionally produced, accountable media when audiences are faced with conflicting claims.
- **Stories that matter for society:** Reporting and storytelling have a role in helping audiences understand events, share experiences and participate in democratic life.
- **Verified media for people and brands:** The final message, "Trusted by people. Supported by brands", connects audience trust with the value of supporting verified media.

As on previous World TV Days, broadcasters and TV organisations are invited to help bring the message to audiences through their channels, streaming services and digital platforms. Local-language versions can adapt the voice-over, on-screen wording and accessibility features, while preserving the film's original footage, storyline and editorial content.

The campaign encourages viewers to consider the sources behind the stories they watch, read and share. Through its 2026 message, World Television Day recognises the continued value of

journalism, storytelling and reliable audiovisual media in an increasingly complex information environment.

“Across markets, television brings people together around stories that help them understand the world and connect with their communities. For advertisers, a trusted media environment is an important part of building lasting brand credibility. On World Television Day, we celebrate a medium that combines scale and strong storytelling with a clear responsibility to the audiences and brands it serves.” — Otavio Bocchino, President, The Global TV Group

When it becomes hard to tell a real image or story from a fake one, the environment in which we encounter information matters more than ever. Broadcasters earn trust through accountable journalism and strong editorial standards, and keep audiences through quality content. Advertising helps sustain the professionally produced material that informs, entertains and connects us. By choosing trusted media, brands not only support this ecosystem, but also build credible relationships with audiences across generations and backgrounds.” — Katty Roberfroid, Director General, egta

“Editorial responsibility, professional standards and ongoing investment in original content means that TV is among Europe’s most trusted media. Commercial broadcasters contribute to informed societies and democratic debate thanks to verified news and ongoing investment in high quality journalism, pluralistic discourse and diversity of opinions expressed. This makes commercial media one of Europe’s strongest weapons against disinformation spread by belligerent governments and unregulated social networks.” — Grégoire Polad, Director General, ACT

“In an age of information overload, misinformation and increasingly sophisticated AI-generated content, knowing what or who to trust has never been more important. Information integrity is essential to ensuring that people have access to accurate, reliable information is essential for people to make informed decisions. On World Television Day, it is important to recognize the essential role of television and trusted journalism in bringing verified information to audiences, fostering understanding and helping people distinguish facts from fiction.” — Sherri Aldis, Director, United Nations Regional Information Centre for Western Europe.

About ACT:
The Association of Commercial Television and Video on Demand Services in Europe represents the interests of leading commercial broadcasters and their VoD services since 1989. ACT member companies finance, produce, promote and distribute content and services benefiting millions of viewers across all platforms. https://www.acte.be/

About the European Broadcasting Union (EBU):
The European Broadcasting Union (EBU) is the world's leading alliance of public service media. It brings together 115 Member organisations in 57 countries and 27 Associates worldwide. Its Members provide television, radio and online content to audiences around the world. The EBU supports public service media through collaboration, trusted content, innovation, knowledge sharing and advocacy. https://www.ebu.ch/

About egta:
egta is the international trade body of multiplatform TV and audio businesses. We represent more than 180 members in over 40 markets. Our members are multiplatform TV and audio businesses that sit at the intersection of traditional TV and radio and digital video and audio platforms. Multiplatform TV and audio bring together linear and on-demand services, across all screens and platforms. Full list of members here.

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, tech gurus, agencies and industry peers about the effectiveness and popularity of TV. http://www.theglobaltvgroup.com/