

egta  
the reference  
centre for  
audiovisual  
advertising



**egta.**

**Membership guidebook  
2016**

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# Key egta facts and figures at a glance



# egta's mission and objectives

## egta in figures

**129** members  
incl. **89** TV members & **40** radio members  
**39** countries

### egta members account for...

**70%** of the total TV adspend in Europe

**50%** of the total radio adspend in countries where egta is represented

... representing a total of **€40 billion in consolidated turnover**

A multi-national team of **12 Brussels-based industry professionals**

**1500** media experts to be consulted regularly on targeted topics

**1000** senior executives who work in egta member sales houses' specialised departments (Legal, Marketing, Sales, IT, Research etc.)

On average **12 meetings** per year where these high level delegates gather to discuss specific issues and hot topics

## egta's mission

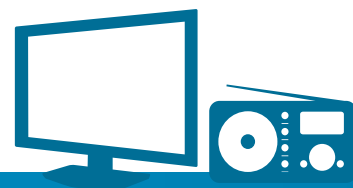
egta's mission is to assist and empower television and radio sales houses to monetise audio and/or audiovisual content through advertising solutions, regardless of the device or platform it appears on.

## egta's objectives

1. To protect, drive and develop the commercial funding for a strong European audio/audiovisual media industry.
2. To address the needs of advertising sales houses, whether individual or common, thus helping its members to secure, develop and diversify their revenues.
3. To cooperate with the European institutions and organisations, as well as with all players of the advertising and media industries, to help build a sustainable future for commercial communications in a fast-changing technological environment.

## egta's key activities and services

1. Lobby European institutions and provide members with efficient advocacy and regulatory assistance.
2. Supply a reliable benchmarking pool as well as deliver relevant and up-to-date knowledge bases and market information to members.
3. Create networking opportunities and provide a unique platform for best-practice sharing amongst members from 39 countries and with industry stakeholders.





**Main goal: Secure a business-friendly environment for commercial communications and raise the profile of broadcast sales houses and their visibility in the EU environment**

### Lobbying at national and European level

egta promotes the interests of television and radio sales houses towards EU decision makers in order to ensure a business-friendly European and national regulatory environment. One of egta's missions is therefore to secure flexible advertising rules and to defend revenues from the threat of additional restrictions discussed at EU level. Furthermore, egta provides strong expertise and efficient tools to help its members achieve similar results at national level.

### Monitoring and regulatory assistance

egta monitors key initiatives undertaken at European and national levels that affect radio and TV sales house revenues. It informs members about ongoing debates at the European level and linked developments at the national level. egta also provides updates on specific issues and position papers, readymade arguments, in-depth analyses and monitoring papers to assist them in their daily work. In addition, the European affairs team is available to answer questions members may have regarding the transposition of particular laws or the analysis of European Directives.

### Bridging key industry associations and key EU stakeholders

Besides the European institutions, egta engages in a constant dialogue with the wider industry to underline the value of radio and television as efficient and unique, but also responsible, media. egta frequently invites advertisers and media agencies to its meetings in order to nurture and enrich existing relationships and to promote cooperation for a healthy business environment favourable to all parties. Ongoing consultation with other media and advertising associations (including WFA, EACA, EASA, IAB, ACT, AER and others)\* ensures a unified voice towards decision makers and industry stakeholders, so as to promote the value of advertising for society, support the importance of self-regulation and defend a free and vibrant media landscape.

### Audience measurement

egta is actively involved in the debate on the necessary evolution of audience measurement for television and radio. The association is engaging with broadcasters, measurement bodies and other stakeholders to ensure that all viewers, for instance across all screens, and listeners, on both traditional and new platforms, are captured. In representing its members' interests, egta is committed to enhancing broadcast media accountability ensuring that revenue generation opportunities follow technological advances in audiovisual content distribution.

### What are the concrete benefits of egta for your sales house?

- You have access to a network of legal experts, who gather four times a year for a dedicated workshop (European Affairs Group) in which egta members discuss the current regulatory issues of the moment and define the association's lobbying priorities and policy objectives.

This network of experts is also permanently accessible through direct contact with egta's European affairs team, which acts in a liaison capacity when needed.

- By being a member of the association, your national voice is heard at EU level. egta represents you towards the European Institutions. As the only trade body representing both private and public broadcasters and focusing exclusively on advertising issues, egta's voice carries strong weight and credibility.
- Your legal teams are guaranteed to be kept up-to-date and alerted well ahead of national transposition to threats and changes that might impact your business through the monthly EU-briefing and bi-monthly EU-focus newsletter.
- You benefit from ready-made analyses of legal issues based on powerful arguments and counter-arguments inspired by other national experiences and egta's expertise.
- You have free access to databases on the legal state of play of various key legal frameworks surrounding sensitive sectors directly affecting the industry. These tools are user-friendly, regularly updated and accessible at all times.
- You have access to concrete case studies, videos and other examples that demonstrate the influence of legal frameworks on advertising formats.
- You are kept updated about the latest developments in dedicated fields such as audience measurement. You are invited to contribute to these ongoing debates through egta, ensuring that the perspectives of broadcast sales houses are heard at the highest levels.
- The egta team can also help arrange meetings with European stakeholders and decision makers.

\* World Federation of Advertisers, European Association of Communication Agencies, European Advertising Standards Alliance, Internet Advertising Bureau, Association of Commercial Television in Europe, Association of European Radios.



## Research centre: access to a customised request service

egta is the place to turn to whenever a question related to the industry springs to mind. As a trade association, egta strives to help with the questions that cannot easily be answered through members' own internal resources, but rather require the input from a network of sales houses and experts. Members are encouraged to develop the "egta reflex" and contact the team each time they have a question concerning their business. In so doing, they can benchmark themselves against other similar companies in Europe, and feed answers and learnings directly into their strategies and decision-making.

egta draws on both its own internal sources of information and on the extensive network of several hundred experts from sales houses but also the wider industry to deliver accurate data with quick response rates. In many cases, the answers to members' questions can be found in egta's various databases and knowledge sources, or by drawing on work carried out on the same topic in the past. Should that information not be immediately available, egta will conduct surveys amongst its members, with data shared on a give-and-take basis.

It is egta's goal to remain at the cutting edge of members' daily concerns; the team therefore uses requests to feed into subjects addressed in its conferences, or to form the basis for study trips and dedicated workshops.

## Training centre: egta delivers customised training to support business development

egta helps members to ensure that their teams remain up-to-date with the latest trends, regardless of their fields of activity. Regularly attending meetings keeps members' staff up-to-date with the latest developments in the industry. egta also organises dedicated training academies as well as tailor-made, in-house training sessions.

## Information provider: access to real-time information and market intelligence

egta strives to inform its members about the latest innovations and developments from around the world in their specific fields of activity, through regular and targeted mailings (newsletters, press reviews and special reports). Relevance is key: egta provides the relevant people with the relevant information at the relevant time and in the relevant volume and format.

## What are the concrete benefits of egta for your sales house?

- Your team can contact egta on a daily basis to submit specific requests to the Research centre. egta can help in a wide range of topics: audience measurement, software in use, implementation of legislation, media mix of a specific advertiser or sector, advertisers that have invested in a specific programme, target groups, pricing strategies, trends, forecasts, digital platforms etc.
- Your team has permanent access to **dedicated egta databases**, including:
  - **egta TV databases**: accessible through a single interface, these unique tools compile data from over 30 markets and allow you to browse through the specific topics at the very heart of each department of your sales house: TV advertising landscape, pricing & sales methods, advertising regulation and audience measurement
  - **RadioFocus**: provides you with a wide range of relevant data on various radio markets with an overview of the European radio landscape;
  - **Website on responsible alcohol advertising**: gathers all existing safeguards applicable to audiovisual alcoholic beverages across the EU.
- Your team receives **regular information** through:
  - **the press review**: sent on a fortnightly basis, this tool includes "processed and digested" information from the press;
  - **the egtabites**: this dedicated newsletter (sent fortnightly) allows egta members to share best practices and innovative ideas amongst the egta network.
- You also have access to egta's **training centre opportunities**:
  - through **egta's conferences**, targeting all professions of a sales house, members update and sharpen their knowledge in their field of expertise;
  - any member can call upon egta to organise either an **in-house training session** on a subject of interest for a larger group of people or a **private study trip** to other egta member sales houses on a specific issue;
  - **dedicated 3-day academies** (evolving with members' needs, from junior to senior) for a limited group of executives, featuring strategic thinking on hot industry topics.
- Free access to **dedicated workshops** and **working groups** to discuss current issues directly impacting your daily business concerns and the opportunity to participate in the decision making process of egta's strategy.
- Through **egta's online members' room**, you can access all requests and their results (compilations of answers), as well as position papers, press releases, newsletters and white papers produced by the egta team.





**Main goal:** Create networking opportunities for best-practice sharing amongst members, and with key industry stakeholders

## Conferences and workshops

egta organises around twelve events per year where members have the opportunity to share ideas and knowledge with peers facing similar issues. Delegates at egta events are always either decision makers or relevant specialists in their branch. These meetings trigger an exchange of knowledge and best practice among reliable partners, enabling participants to remain on top of issues affecting egta's membership.

egta's calendar typically includes four annual meetings (Marketing & Sales, Research, DigitalNext and the General Assembly), as well as highly targeted workshops on key topics, such as dedicated events, for example on VoD, licensing, yield-management, user generated content or time-shifted viewing measurement, and steering groups that gather 15 to 20 of the top experts in a particular area.

Additional services proposed to egta members include assistance in securing speakers for their own conferences and arranging customised study trips or training programmes. The team is ready to adapt to members' requirements.

## Bridge and foster dialogue with the industry at large

Part of egta's mission is to promote both the contribution of advertising to economic growth across Europe and also to support the building of a sustainable future for the European broadcast industry. On top of the work done with other Brussels-based trade associations, egta values the dialogue with both media agencies and advertisers as a means to enrich and strengthen existing cooperation.

## Study trips

egta members have the opportunity to participate in study trips, allowing them to broaden their benchmarking opportunities and exchange best practice beyond the borders of Europe. These trips enable senior executives to acquire a better understanding of a specific market and to benchmark themselves against, learn from and exchange with their counterparts in these countries. egta study trips offer a platform to compare and explore the different models according to which foreign markets monetise television and radio content in a multiplatform, interactive and digital environment and to understand how they diversify revenues from advertising and other possible sources.

## What are the concrete benefits of egta for your sales house?

- egta members have unlimited access to the conferences and workshops organised by the association throughout the year. Sending relevant executives from each department of your sales house to meetings organised specifically around your concerns ensures that your staff remain on top of the issues impacting your business, offers ongoing in-service training and the chance for them to build their international professional networks.
- All presentations given at egta meetings are available to members on egta's web platform for members. Through the members' room, members can access:
  - the **egtanet**, which gathers all presentations from past events as well as all documents published by the team;
  - **Replay**, egta's catch-up platform, which allows members to view recordings from presentations given at egta events, should they have missed an conference or wish to share insights with colleagues;
  - all databases (see p.9) resulting directly from members' requests on specific topics
- Opportunities to share with high level delegates in and beyond Europe through study trips. egta organises two different types of study trips:
  - every two years egta organises a trip outside of Europe to gain insights and market intelligence about a specific market. Recent destinations include New York and California;
  - members can also benefit from a tailor made study trip, on a dedicated topic of their choice, for which the egta-team sets up a series of appointments with other sales houses in Europe, enabling a face-to-face, high-level exchange on a particular issue.
- egta members are offered regular opportunities to benefit from discounted rates to attend external conferences organised by the industry that cover topics of interest and present additional networking opportunities.
- Through egta's permanent dialogue with the wider industry, members have the opportunity to discuss issues with advertisers and agencies, addressing topics that could not be discussed on a national basis.



## T/V Advertising Boot Camp (TV)

18 - 20 January, Brussels

## Annual Market Intelligence Meeting (TV & Radio)

28 January, Paris

## European Affairs Group Meeting (TV & Radio)

18 February, Brussels

## DigitalNext Meeting (TV)

3 March, Munich

## European Affairs Group (TV & Radio)

February, Brussels

## Top Management Cycle (TV)

5 April, Helsinki (for top management only, limited seats)

## Top Management Meeting (Radio)

28 April, Stockholm (for top management only, limited seats)

## European Affairs Group (EAG) meeting (TV & Radio)

28 April, Brussels (TBC)

## Annual CEO Summit (AGM42) (TV & Radio)

9-10 June, Cologne

## Senior Executives' Academy (TV)

26-29 June, Brussels

## Radio Online Audio Monetisation (Radio)

30 June - 1 July, Brussels

## European Affairs Group (EAG) meeting (TV & Radio)

8 September, Brussels (TBC)

## Marketing & Sales meeting (TV & Radio)

13 October, Budapest

## European Affairs Group (EAG) meeting (TV & Radio)

17 November, Brussels (TBC)

## We also celebrate:

### World Radio Day

13 February, Worldwide

### World Television Day

21 November, Worldwide



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## Key egta tools at a glance



## Access egta's membership

All members have access to egta's tools, accessed through the online members' room. According to their profile, members are guided to the tools to which they have access.

Through the Members' Room, members have access to all documents, reports, position papers, and publications produced and archived by egta and within the egta network. It also contains presentations made during past events as well as a vast collection of egta's ongoing benchmarking surveys.

### Databases

With the ultimate objective of facilitating the flow of information, egta has developed a series of highly specialised databases, which optimise sharing of data resources and enhance accessibility for members. These high-quality tools aim to help TV and radio sales houses meet today's ever-changing economic conditions head-on. The databases are available on egta's website.

### Events

egta members can catch up on meetings, if they were unable to attend, or review it to recall indispensable details after having attended the conference, ensuring that the highly useful information disseminated at egta's meetings is not wasted.

### egta TV and Radio full members

Sales house	Website	Country	TV/Radio Member
Alkasar	www.ra-alkasar.ru	Russia	TV
Antena3	www.antena3.ro	Romania	TV
ARD – Werbung S&S	www.ard-werbung.de www.ass-radio.de	Germany	TV & Radio
AS Kanal 2	www.kanal2.ee	Estonia	TV
ATRESMEDIA	www.atresmediapublicidad.com	Spain	TV
Belcom	www.belcom.ch	Switzerland	TV
Biuro Reklamy TVP S.A.	www.brtyvp.pl	Poland	TV
Bulgarian Nat. Television	www.bnt.bg	Bulgaria	TV
Canal + Régie	www.canalplusregie.fr	France	TV
Channel 4	www.channel4sales.com	United Kingdom	TV
Digiturk	www.digiturk.com.tr	Turkey	TV
Discovery	www.corporate.discovery.com	CEEMEA	TV
Disney Media+	www.disneymediaplus.com	DACH	TV
DTV Advertising	www.kanald.com.tr	Turkey	TV
EBU – European Broadcasting Union	www.ebu.ch	Europe	TV & Radio
El Cartel Media	www.elcartelmedia.de	Germany	TV
EMG	www.emg.fm	Russia	Radio
Eurosport	www.eurosport.com	Pan-European	TV
Everest Sales	www.everest-sales.ru	Russia	TV
Expres Media	www.expres.sk	Slovakia	Radio
Fox International Channels	www.foxinternational.com	Pan-European	TV
Gazprom Media	www.gazprom-media.com	Russia	TV
Goldbach Media	www.goldbachmedia.com	Switzerland	TV
Inter-Media	www.inter-media.ge	Georgia	TV
IP Belgium	www.ipb.be	Belgium	TV & Radio
IP Deutschland GmbH	www.ip-deutschland.de	Germany	TV
IP Network	www.ip-network.com	Luxembourg	TV
IP Österreich	www.ip-oesterreich.at	Austria	TV
Kanal D Romania	www.kanald.ro	Romania	TV
Karnaval Media Group	www.karnaval.com	Turkey	Radio
KroneHit	www.kronehit.at	Austria	Radio
Life Radio	www.liferadio.at	Austria	Radio
Markiza	www.markiza.sk	Slovakia	TV
Media Group Services	www.kissfm.ro	Romania	Radio
Medialaan	www.medialaan.net	Belgium	TV & Radio
Media Partnership	www.mpartnerstvo.tv	Ukraine	TV
MTVA	www.mtv.hu	Hungary	TV & Radio
MTG Radio Sales	www.mtg.se	Sweden	Radio
MTG	www.mtg.se	UK	TV
MTV Media Oy Ltd	www.mtvmedia.fi	Finland	TV
MTG Norway TV	www.viasat.no	Norway	TV



### egta TV and Radio full members (continued...)

Sales house	Website	Country	TV/Radio Member
NOVA Group	www.tv.nova.cz	Czech Republic	TV
Nova TV d.d.	www.novativ.hr	Croatia	TV
Nova TV – MTG	www.ntv.bg	Bulgaria	TV
One Media Sales	www.onemediasales.nl	Netherlands	Radio
ORF-Enterprise	www.enterprise.orf.at	Austria	TV & Radio
Polsat Media Sp. z.o.o. Sp. k.	www.polsatmedia.pl	Poland	TV
Prima TV – MTG	www.iprima.cz	Czech Republic	TV
Prof-Media	www.profmedia.ru	Russia	Radio
PRO-PLUS	www.24ur.com	Slovenia	TV
Publiespaña	www.publiesp.es	Spain	TV
publisuisse	www.publisuisse.ch	Switzerland	TV
Publitalia '80	www.publitalia.it	Italy	TV
Q Music	www.q-music.nl	Netherlands	Radio
Radio Marketing Service	www.rms.de	Germany	Radio
Rai Pubblicità	www.raipubblicita.it	Italy	TV & Radio
Regiocast	www.regiocast.de	Germany	Radio
RMB	www.rmb.be	Belgium	TV & Radio
RMS Austria	www.rms-austria.at	Austria	Radio
Romanian Television	www.tvr.ro	Romania	TV
Radio Romania	www.srr.ro	Romania	Radio
RTÉ	www.rte.ie	Ireland	TV
R-time	www.r-time.hu	Hungary	Radio
RTL Group	www.rtlgroup.com	Luxembourg	Radio
RTL Nederland	www.rtl nederland.nl	Netherlands	Radio
RTVE	www.rtve.es	Spain	TV
RUV	www.ruv.is	Iceland	TV
Sanoma Entertainment / Nelonen Media	www.nelonenmedia.fi	Finland	TV
SBS Belgium VT4 Vijf	www.sbsbelgium.be	Belgium	TV
SBS Discovery	www.sbsmediagroup.se	Sweden	TV
SBS Nederland	www.sbs.nl	Netherlands	TV
SBS TV Scandinavia	www.sbstv.dk	Denmark	TV
SevenOne Media	www.sevenonemedia.com	Germany	TV
Sky Media Network	www.skymediametwork.de	Germany	TV
Sky Media UK	www.skymedia.co.uk	UK	TV
Sky Media Italy	www.skypubblicita.it	Italy	TV
Studio Gong	www.studio-gong.de	Germany	Radio

### egta TV and Radio full members (continued...)

Sales house	Website	Country	TV/Radio Member
Ster	www.ster.nl	Netherlands	TV & Radio
Starlight Sales	www.starlightsales.com.ua	Ukraine	TV
swiss radioworld	www.swissradioworld.ch	Switzerland	Radio
TF1 Publicité	www.tf1pub.fr	France	TV & Radio
Turner Turkey	www.turner.com	Turkey	TV
Turkuvaz Reklam	www.turkuvazreklam.com.tr	Turkey	TV
TV Norge – SBS	www.tvnorge.no	Norway	TV
TV2 CSOPORT	www.sales.tv2.hu	Hungary	TV
TV3 – MTG	www.tv3.dk	Denmark	TV
TV3 – MTG	www.tv3.ee	Estonia	TV
TV3 – MTG	www.tv3.lv	Latvia	TV
TV3 – MTG	www.tv3.lt	Lithuania	TV
TV3 – MTG	www.mtgv.se	Sweden	TV
TV4	www.tv4.se	Sweden	TV
TV8	www.tv8.com.tr	Turkey	TV
TVN Media	www.reklama.tvn.pl	Poland	TV
VAR	www.var.be	Belgium	TV & Radio
Viacom International Media Networks	www.viacom.com	Global	TV
Video International	www.vitpc.com	Russia	TV
ZDF Werbefernsehen	www.zdf-werbefernsehen.de	Germany	TV

### egta TV and Radio associate members

Sales house	Website	Country	TV/Radio Member
Société Radio Canada	www.radio-canada.ca	Canada	TV
Aftabnet Iran	www.aftabnetad.com	Iran	TV & Radio
CBC	www.cbc.ca	Canada	TV
iHeartMedia	www.iheartmedia.com	US	Radio
e-tv	www.etv.co.za	South Africa	TV
KOBACO	www.kobaco.co.kr	Korea	TV
Régie 3	www.regie3.ma	Morocco	TV & Radio
S.N.R.T	www.snr-publicite.ma	Morocco	TV & Radio
TVA International Inc	www.tvasalesmarketing.ca	Canada	TV
Yfm	www.yworld.co.za	South Africa	Radio

# Become a member!



## How to become a member of egta?

To join egta as “full member” or “associate member”, advertising sales houses must meet the following criteria:

- **Market and sell advertising solutions across multiple screens and/or audio platforms, thus optimising revenue around the content edited and broadcast on a linear basis by their TV channels and/or radio stations;**
- To be a full member, a sales house must be established in a country member of the Council of Europe;
- Members outside these territories are considered as “associate members”. Therefore they benefit from a reduced membership fee and cannot vote at the General Assembly;
- The membership fee, which is based on a member’s gross advertising turnover, includes all the services mentioned in this brochure. Members never pay additional fees to attend egta conferences and can send as many delegates as they wish and contact the team as often as needed;
- Contact one of the team member as listed below to receive the egta statutes and the convention to sign.

To become a member, please contact:

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