

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

WORLD TELEVISION DAY CELEBRATES THE DIVERSITY OF TV CONTENT AROUND THE GLOBE

Brussels, 21 November 2019

TV professionals around the world celebrate World Television Day on 21 November to remind us that TV is so much more than linear viewing. As part of the annual United Nations initiative, [a 30 second-spot](#) will be broadcast on-air and shared online worldwide.

Diversity of TV content that entertains, informs and inspires.

The topic of the 23rd edition of this global celebration is *Diversity*. TV offers an unmatched variety of premium films and series, trustworthy news, informative documentaries, entertaining shows and more to viewers around the world – millions of stories, just waiting to be discovered, changing the viewers' perception of the world. This premium content, available when and where they want on a multitude of TV platforms triggers the curiosity, interest and loyalty of viewers, always in a brand safe environment.

The topic of *Diversity* is a larger societal topic increasingly featured in TV programmes and advertising campaigns. Through the wide range of content on offer, TV plays a powerful role as a force for good and contributes to a democratic debate in society. The diverse quality content can incite viewers to broaden their mind and look beyond the everyday life through inspirational shows.

“Diversity is a critical component of a positive and vibrant society and should be seen as a richness rather than a threat. Every effort to Leave No One Behind can only contribute to a better world”, asserts Caroline Petit, Deputy Director United Nations Regional Information Centre for Europe (UNRIC).

“TV is truly entrenched in the lives of so many diverse people around the world. With millions of stories at their fingertips, viewers are invited to an endless journey of discovery. This is also the trusted environment advertisers are seeking more than ever. We invite everyone to once again celebrate our medium around the world – now and for many more years to come.” says Katty Roberfroid, Director General, egta.

For more information, please visit <http://www.worldtelevisionday.com>

Press contacts:

Alain Beerens,
MarCom Manager, **egta**
**Association of television and
radio sales houses**
T : +32 2 290 31 38
alain.beerens@egta.com

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 EBU

The European Broadcasting Union (EBU) is the world's foremost alliance of public service media (PSM). Our mission is to make PSM indispensable. We represent 116 media organizations in 56 countries in Europe, the Middle East and Africa; and have an additional 34 Associates in Asia, Africa, Australasia and the Americas. Our Members operate nearly 2,000 television and radio channels alongside numerous online platforms. Together, they reach audiences of more than one billion people around the world, broadcasting in more than 160 languages. We strive to secure a sustainable future for public service media, provide our Members with world-class content from news to sports and music, and build on our founding ethos of solidarity and co-operation to create a centre for learning and sharing.

<https://www.ebu.ch/home>

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 42 countries.

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

ABOUT ACT

The Association of Commercial Television in Europe (ACT) represents the interests of leading commercial broadcasters in 37 European countries. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. ACT engages with the EU institutions to achieve a balanced and appropriate regulatory framework which will encourage further investment and growth in our sector.

<https://acte.be/>

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.