

World Radio Day 2018 - a day to celebrate the power of radio.

Brussels, 13 February 2018 – Radio broadcasters and their sales houses are this year again taking the opportunity of **World Radio Day**, as declared by UNESCO in November 2011, to invite the industry to celebrate a medium that forms a key part of the lives of millions of people around the world.

Who better than marketers themselves can testify to radio's core strengths? egta is proud to showcase industry leaders' testimonials on how radio and audio help them achieve their marketing objectives – see the **collection of testimonials [here](#)**.

Radio delivers strong ROI, amplifies the media mix and helps brands grow. Developments in data and technology, as well as the proliferation of voice assistance will carry the audio industry forward. 2018 will be the year of audio for listeners, broadcasters and publishers, as well as marketers.

Let's hear from the industry leaders around the world on why they embrace radio as an effective medium and advertising platform.

"Technology is rapidly reshaping our behavior in many challenging ways. One of those is that people nowadays can -and will- opt-out from undesired messages, on almost any platform. Radio however, is one of the few wide-reach channels that still allow brands to fully reach big audiences. We believe that provided you're willing to invest enough in creativity and engagement, the specific 'personal' and 'nearby' characteristics of this medium offer great potential to earn and build attention on a large scale, at a very reasonable cost."

--- Jonas Braun, Media Strategy & Special Projects at **Lidl** Belgium & Luxemburg

"Radio planning has always played an important role in Alitalia's communication strategy. Through the right selection and mix of radio channels, time bands and breaks, radio allows us to be close to our core target audience and to increase the reach on a broader scale according to the different communication objectives of every advertising campaign. It is a dynamic medium. We listen to it for news and entertainment; it can accompany the consumer in many activities and parts of the day and it can often make him/her a media protagonist instead of a simple listener. Radio is in excellent health and will still be a key player in the media scene for several years."

--- Luca Fantozzi, Communication planning and Media manager at **ALITALIA**

For more testimonials and to review initiatives from previous editions of World Radio Day visit **www.egtaradioday.com**.

egta invites the industry to celebrate this day and share this information on social networks with the hashtag #WorldRadioDay.

Happy World Radio Day!

About egta:

egta's members are sales houses that commercialise the advertising space of both private and public TV and radio channels throughout Europe and beyond. egta counts over 143 members operating across 41 countries. For more information visit: www.egta.com and follow us on Twitter: [@egta_connect](https://twitter.com/egta_connect)

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