



Industry Charter

Our Collective Vision for
Multiplatform TV & Audio

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www.egta.com





Leading. Connecting. Inspiring.

egta is the international trade body of multiplatform TV and audio businesses. Our 180+ members monetise their content and audiences in over 40 markets.

Our mission is to enable members to flourish and grow as they connect their audiences and services with brands, thus contributing to a healthy and sustainable media industry.

Multiplatform TV and audio sit at the unique 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.

This charter has been adopted by all egta members, and is supported by the Global TV Group and the World Radio Alliance.



Our Collective Vision for Multiplatform TV & Audio

Adopted by all egta members, 180+ multiplatform TV & audio businesses across 40+ markets, with support from the Global TV Group and the World Radio Alliance, this charter is:

- ▶ A vision for our industry reflecting our collective ambition
- ▶ A declaration of the current strengths of multiplatform TV & audio
- ▶ A joint commitment on five key priority areas
- ▶ A pathway to thriving in tomorrow's media landscape
- ▶ An open invitation for collaboration to all industry partners who share our values

A Vision, a Commitment and an Open Invitation

The media landscape is undergoing profound transformation. The ways in which audiences consume media are expanding and evolving at an unprecedented rate, presenting us with both exciting opportunities and new complexities.

Change, however, is nothing new for television and radio. Throughout history, our media have consistently proven to be incredibly resilient and adaptable.

Today, as multiplatform TV and audio businesses, we occupy a unique space at the intersection of traditional broadcast media and digital platforms. We offer both linear and on-demand services, providing mass reach and targeted data-driven solutions to advertisers and agencies.

Competition for advertising spend has intensified, with marketers scrutinising their budgets more closely than ever. Yet, we are uniquely positioned to help advertisers build not only their brands but also their businesses in new and exciting ways.

As we look ahead, we must remind ourselves, our clients, and our industry partners of our unique strengths, offer a vision for the future, and play an active role in moving our industry forward.

We, the members of egta, have therefore come together to identify our shared priorities and commitments, opting for a unified approach in navigating challenges and complexities and seizing the many opportunities before us.

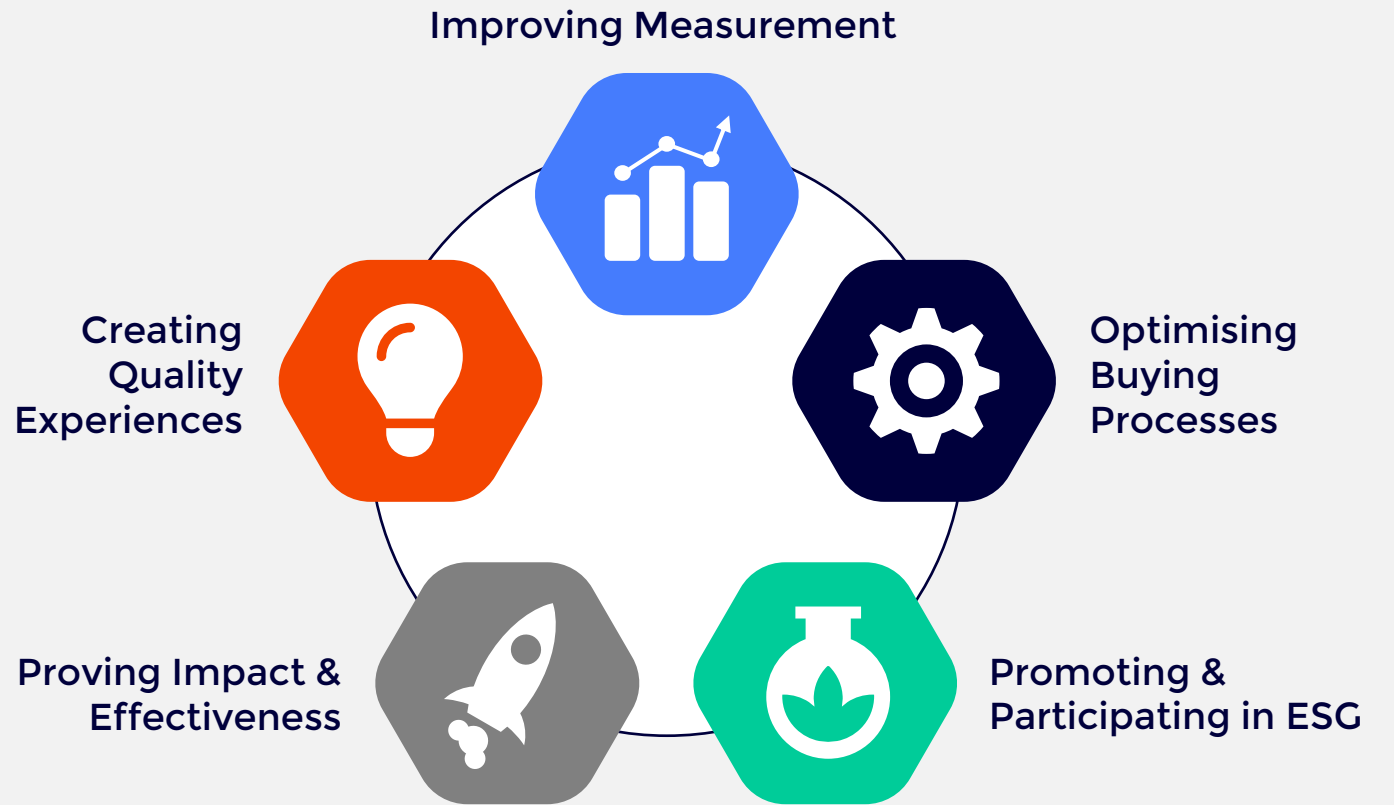
We propose a new industry charter that is both an ambitious roadmap for all multiplatform TV and audio businesses and an open invitation to all industry partners who wish to join us on this journey.

We have aligned around five key focus areas: creating quality experiences, improving measurement, optimising buying processes, proving impact and effectiveness, and promoting and participating in better environmental and social governance.

By embracing this charter, we affirm our commitment to collaboration, leadership, innovation, and accountability as we shape the future of media and advertising. Together, let us move forward with confidence and purpose.



Our Five Key Priorities



Creating Quality Experiences

Multiplatform TV and audio businesses recognise the importance of creating, funding and offering high-quality viewer and listener experiences across their assets, as well as catering to the specific needs of local audiences.

Through the size and reach of our media, and through the decades of expertise in entertaining and informing audiences, we stand uniquely positioned in today's media landscape to offer solid marketing and communications solutions for brands.

Our platforms are brand-safe, featuring professionally curated content held to high editorial and legal standards. Quality is in our DNA.

With that in mind, our commitment lies in:

- ▶ Harnessing the power of creativity, innovation and technology to provide the most relevant and enjoyable experiences for listeners and viewers across all platforms
- ▶ Providing clients with original and tailor-made solutions, that meet the expectations of audiences and the business objectives of brands
- ▶ Playing an advisory role in guiding brands through the process of campaign creation and execution across all screens and platforms



Improving Measurement

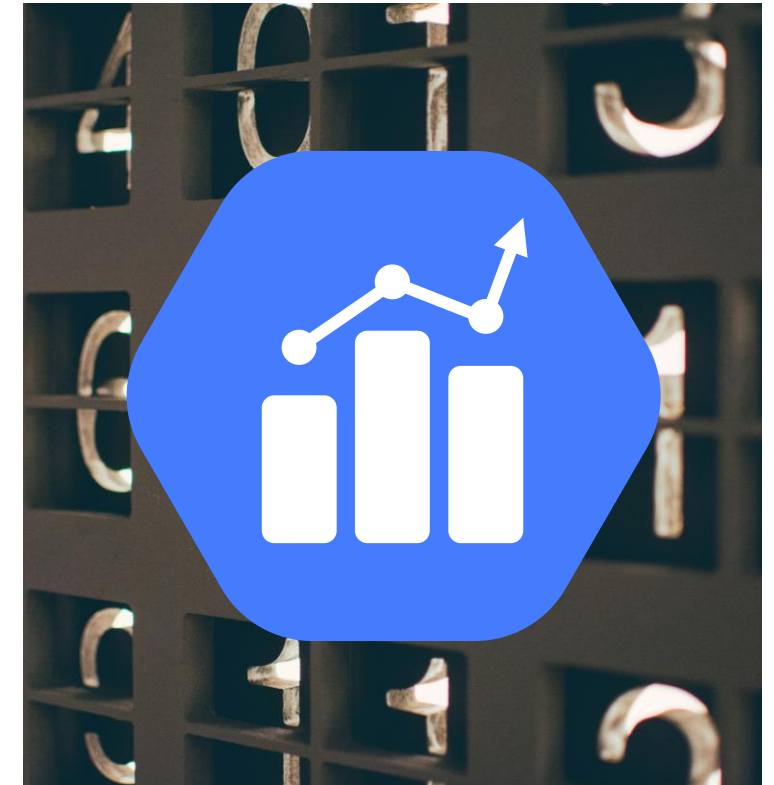
Being part of an advertiser's media mix is a right that is earned and retained through effective campaign planning and the ability to deliver on advertisers' requirements.

Improving measurement will help advertisers get the most out of TV and radio. Any new solution will only benefit advertisers if it is based on transparent processes and high-quality datasets that allow for like-for-like comparisons across various media or platforms. It must also allow for a better understanding of each media channel and platform's specific contribution to the success and value of a campaign.

TV and radio advertising have long been associated with high reach, brand-safety, quality, copy clearance, editorial responsibility, transparency, independent measurement, and auditing. Ads measured are fully viewable, with the sound usually on and viewed to completion. These features (initially outlined in [Raising the Bar](#)) remain core to any new solution.

Multiplatform TV and audio businesses' priorities therefore lie in:

- ▶ measuring both content and advertising
- ▶ measuring people over devices
- ▶ offering a more precise picture of the contribution of each of their own platforms to building incremental campaign reach
- ▶ going beyond the measurement of audiences and towards outcome-based KPIs
- ▶ collaborating towards total video and audio measurement solutions with media owners:
 - who strive for fair and objective metrics that allow for comparability
 - who opt for trust and transparency enshrined through regular and independent audits, as per the [WFA advertisers' North Star](#) principles
- ▶ adopting cross-media measurement as long-term ambition



Optimising Buying Processes

Our media now extend across multiple platforms, available anytime, anywhere, with both mass-reach and targeted, personalised solutions. We hear the demands from advertisers that we make these inventories easier to buy.

We believe that greater automation forms an integral part of this process. Given the quality and diversity of our assets, and our ability to offer tailor-made solutions to advertisers as well as high-quality experiences to consumers, we also believe that strategic advice, transparency and value-based discussions with clients should remain central to buying multiplatform TV and audio.

Our priorities, as multiplatform TV and audio businesses, therefore lie in:

- ▶ helping educate the market with greater insights on how to make the most of what multiplatform TV and audio have on offer
- ▶ bringing greater clarity to our offerings through more alignment on product definitions and standards
- ▶ providing strategic advice to clients with a focus on value creation and contribution to advertisers' business objectives
- ▶ ensuring greater ease of access to our inventories and helping clients to connect their tools to the tech solutions we propose
- ▶ collecting and offering quality data, in a privacy-safe way
- ▶ Proposing solutions to make the most of clients and agencies' own datasets
- ▶ improving alignment on campaign reporting processes, metrics and standards
- ▶ evolving trading practices to optimise and build upon the strengths of multiplatform TV and audio



Proving Impact & Effectiveness

By impacting all stages of the marketing funnel, from brand awareness to action, TV and radio are essential media for building and growing not only brands, but also businesses.

We are dedicated to highlighting the unparalleled power of multiplatform TV and audio by consistently proving the impact and effectiveness of the many marketing and integrated brand solutions offered to advertisers across all our assets.

Our commitment therefore lies in:

- ▶ Building the capacity for outcome-centric and performance-driven approaches with brands
- ▶ proposing solutions that tangibly contribute to achieving their business objectives, using all assets in our portfolio
- ▶ developing innovative tools and rigorous research methodologies to provide advertisers with comprehensive data-driven insights into the effectiveness and efficiency of their media campaigns
- ▶ encouraging market collaboration to create and share industry-wide effectiveness studies and best practices to demonstrate the value of our media



Promoting & Participating in ESG

Given the size of our businesses and the reach of our media, multiplatform TV and audio have a special role to play in society.

Our media have a long history as trusted and reliable sources of news and information. They have an unparalleled socio-cultural influence and a unique ability to shape perceptions, attitudes and behaviours.

We, therefore, recognise both our media's power and responsibility to uphold democratic values, bring about positive change and build a better future through promoting and participating in better environmental and social governance (ESG).

As the ad sales and commercial teams of multiplatform TV and audio businesses, we recognise ESG as an increasing priority for brands, consumers, employees and regulators alike.

As such, our responsibility lies in:

- using our unique position to support our organisations in achieving their ESG goals
- incorporating these goals into our business, providing solutions that allow brands to meet their own ESG goals
- supporting industry-wide initiatives that contribute to a more environmentally-sustainable advertising industry
- Working towards a more inclusive, representative and accessible industry
- Encouraging all industry partners to consider these ESG goals as a reason to collaborate and not as a competitive advantage



Final Thoughts

We stand at the forefront of a rapidly evolving media landscape that offers plenty of challenges and opportunities.

We, as multiplatform TV and audio businesses, must embrace the exciting and promising journey ahead with confidence and purpose.

Through the collective ambition outlined in this document, we reaffirm our commitment to shaping our industry through open collaboration.

There are several keys to our shared success as we continue to transform our businesses:

- ▶ Maintaining the level of quality, transparency and accountability associated with our media content and working practices

- ▶ Keeping an open mind and stepping outside of our comfort zone as we rewrite the rule book and approach the future with fresh eyes

- ▶ Making the distinction between our individual competitive advantages and those areas where there is a need to come together around common interests

- ▶ Ensuring collaboration and knowledge-sharing, in our own markets and across borders, maintaining existing partner-ships while forging new and innovative ones

- ▶ Continuing to inform, train and educate the market, working hand in hand with all industry players - agencies, advertisers, tech and measurement companies, regulators - to uphold standards and ensure that our ecosystem thrives

- ▶ Evidencing our strengths, through relevant, reliable, and transparent research, and applying findings to the way we do business

- ▶ Celebrating our media, making sure multiplatform TV and audio continues to be the home of new talent, skilled professionals and creative minds

As we move forward, let us continue to collaborate, innovate, and lead by example. By aligning around the five key priorities outlined in this charter, we aim to contribute to the long-term growth, sustainability and vitality of our industry.

On behalf of egta members, the Global TV Group and the World Radio Alliance, we invite all industry partners who share our values and ambitions to join us on this journey so we reach our common goals faster and together.

Thank You

This charter is a testament to the dedication and expertise of the egta team, egta board and sounding board, and industry experts involved in this initiative. Through thoughtful dialogue, collaboration and working groups, we were able to produce a document that accurately represents the collective ambitions of our diverse members across so many countries and market realities. We extend our sincere thanks to all those involved for their valuable contribution to this project.

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