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WORLD TELEVISION DAY CELEBRATES THE QUALITY OF TV AROUND THE GLOBE International Investment in TV Programming is 140 Billion Dollars

Brussels, 21 November 2018

TV professionals around the world are celebrating the 22nd World Television Day on November 21st. As part of the annual United Nations initiative, a [30 second spot](#) will be shown by broadcasters on air and online across the globe.

TV content that entertains, informs and inspires.

The topic of this year's global celebration is the importance and impact of *quality content*. The outstanding quality of TV content is reflected in how this proven medium has the unmatched capacity to entertain, inspire and inform viewers, across all platforms – thanks to significant investment in programming.

In Canada alone, broadcasters investment in TV programming is \$4.3 Billion (2017); \$2.85 Billion of that in Canadian productions. Globally, that figure soars to \$140 Billion¹.

In addition to being a brand-safe environment for advertisers, TV's quality content helps viewers broaden their minds beyond the everyday: it entertains; it unites scores of people through live programming, such as the recent World Cup, which reached 3.4 billion people globally²; it informs viewers through in-depth news broadcasts, and provides learning through quality children's programming and insightful documentaries.

"Television must continue to play its role as to educate and engage viewers, especially young audiences. This includes sharing success stories about individuals or organizations that are part of making our society better and more sustainable. This is amplified by the theme 'premium content-content that unites, inspires and informs' of this year's World Television day, November 21st." asserts Caroline Petit, Deputy Director United Nations Regional Information Centre for Europe (UNRIC).

To learn more about the impact TV is making around the world, check out the updated [Global TV Deck](#).

Nothing beats the unique combination of sight, sound and (e)motion.

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

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Sources:

1. IHS Markit Channels & Programming Intelligence - TV programming expenditure 2017 by region (\$ billion) – data from 27 countries; egta member survey in 21 countries
2. GlobalWebIndex

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/>

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 THE EUROPEAN BROADCASTING UNION (EBU)

The European Broadcasting Union (EBU) is the world's leading alliance of public service media, with 73 members in 56 countries from Europe and beyond. The EBU operates Eurovision and Euroradio and is devoted to making public service media indispensable. The EBU supports and strengthens public service media, provides first-class media services and offers members agile platforms for learning and sharing.

www.ebu.ch

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 140 members operating across 40 countries.

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

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.