



SCREENFORCE GERMANY'S MARTIN KRAPF BECOMES PRESIDENT OF THE GLOBAL TV GROUP

1 March 2022: Martin Krapf, Non-Executive Board member of Screenforce Germany, has been appointed as the new President of the Global TV Group, the grouping of TV broadcasters and sales houses' trade bodies in Europe, the USA, Canada, Australia and Latin America.

He will work together with Catherine MacLeod, President and CEO of thinktv Canada, who will serve as Vice-President of the Global TV Group, to determine the key topics and strategic focus of the group in the coming year. Krapf takes over the baton from Sean Cunningham, President and CEO of the Video Advertising Bureau in the US, who previously held the role.

The Global TV Group, which was set up in 2013, is a forum for exchanging best practices, collating global TV intelligence and sharing knowledge – for example by [organising Online Talks](#) with leading industry experts. To date, it consists of 18 TV industry associations from across the world.

Martin Krapf, President of The Global TV Group and Non-Executive Board member of Screenforce Germany: *"I am both honoured and humbled to serve as The Global TV Group's President. The story of tomorrow's TV is a tale to be told around the world - and not just in our local markets. With this much-needed collaboration across continents, I have no doubt that we can help advertisers and agencies in our rapidly accelerating industry to create tomorrow's TV - today."*

Catherine MacLeod, Vice-President of The Global TV Group and President and CEO of thinktv Canada: *"It is my privilege to be working with Martin this year to inspire change in our industry. If we are to ensure brands and agencies around the world use TV to its full potential, exchanging best practices, sharing the latest research, and speaking with one unified voice is the way forward."*

For more information on the Global TV Group, please visit <https://www.theglobaltvgroup.com/>



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

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