

Egta, The Global TV Group release TV Charter on transparency in ad measurement

The Brussels-based association of television and radio sales houses, Egta, and The Global TV Group have published a TV Charter - which is aimed at ensuring responsible and transparent measurement of advertising in the TV/video ecosystem.



Image credit: Glenn Carstens-Peters on Unsplash.

Raising the bar

The Charter was adopted by a vast majority of Egta's 155 member sales houses active in over 42 countries, as well as by notable industry trade bodies such as Screenforce (DE, AT, CH, FI, NL), Thinkbox (UK), ThinkTV (AU/CA) and the VAB (US) – which comprise The Global TV Group.

The set of simple principles aims to raise the bar with regards to measurability, transparency of data and accountability and defines first-time measurement standards for the entire TV industry.



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2 Oct 2019



It serves as a reminder that TV's premium environment – both on-air and online – already meets the legitimate demands from advertisers for brand safety, transparency and access to verified data, as outlined in the Global Media Charter, published by the World Federation of Advertisers in 2018.

The Egta Charter is also in line with the recently announced global WFA initiative designed to make the advertiser's voice heard on the topic of cross-media measurement and supports the WFA's determination to find cross-industry consensus on key principles for measurement, together with TV companies, online players and measurement companies.



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Natasha Fourie 9 Jul 2019



The ultimate goal set forward by Egta and The Global TV Group is to build a solid foundation for the TV industry to move forward in unison – evolving audience measurement, setting the highest standards allowing for comparability on a global level and building bridges with industry stakeholders in an increasingly digital, multi-screen and cross-platform advertising landscape.

Read the TV Charter [here](#).

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