



World Television Day - 21 November 2016

For the fourth consecutive year, egta is joining forces with ACT and EBU to celebrate television and promote its strengths widely on the occasion of World TV Day (celebrating its 20th anniversary this year, as it was declared in 1996 by the United Nations). To achieve this, we need your support and that of your teams. If you are not familiar with this initiative you can find additional information on the [dedicated website of this event](#), as well as in the [Dropbox folder here](#) (past Press Releases, examples of what was done in the previous years etc.).

The main messages we wish to communicate this year are:

1. The television industry makes important investments in **quality content**
2. **TV is on all screens:** it now means “Total Vision” or “Total Video”
3. **A thank you to the viewer:** “Thank you for having been with us through all these events” could be your message to them.

We kindly ask for your support on the following activities:

- ✓ **The video clip** featuring one main actor in front of his TV screen (and all its digital extensions) being faced with the amazing power of TV and impressive figures about the television industry. The clip concludes with a “thank you” message to the viewer. You will be able to translate this clip.
- ✓ Past editions visible here <http://www.worldtelevisionday.tv/video-love-tv/>
 - Please talk to your channel’s programming department early and secure airspace on 21st November so as to be able to **broadcast the clip** (30’’) ideally several times on one or all of your channels (pro bono). The rights are cleared for 3 days, which means that you can air the clip on 20, 21 and 22 November if you wish to do so. The online rights are cleared for one year.
 - In October, you will receive a final version of the clip so that you can adapt it with your national facts and figures, translate if needed and include your channel’s logo. Please inform the technical/editing department early!
- ✓ **Online:** As of a week prior to World TV day please share the news online as much as possible. Include the clip on your websites and write about the World TV Day on social networks & newsletters etc. Please use the hashtags #welovetv and #worldtvd, as well as the handle [@WorldTVDay](#).
- ✓ **e-card:** A customised version of the *celebration card* will be available as of October, similar to the past editions, which we kindly ask you to send to your clients and partners. If you wish to have a version of this card with your logo, please contact the egta team with a high definition logo.
- ✓ **Be creative!** We encourage you to think about any other types of actions to celebrate the World Television Day (a conference, a special programme on TV, a workshop, a webinar, a reception for your clients, teams, partners, etc or simply organise a small activity for your staff) . Look for ideas in the [Dropbox folder here](#) to see what your colleagues have done in the past years! Simply use World TV day as a good reason to promote your channel’s activities, and television at large.

But also: An opportunity to support the United Nation’s Sustainable Development Goals (SDG)

egta, EBU and ACT wish to take the occasion of World TV Day to raise awareness around the [UN’s Sustainable Development Goals](#).

Every day, television plays a part in highlighting and bringing awareness to the SDGs. This may be intentionally, through communications specifically dedicated to the goals, or it may be indirectly (and perhaps without the programme makers even realising so) via TV’s regular, high quality output. We encourage you to take the opportunity of World TV Day to share – if you wish – how your TV channel is supporting the SDGs, directly or indirectly. You could, for example, dedicate a small section of your website to the SDGs, in which you can list TV programmes that cover issues such as sustainability, ecology, gender equality, education, fighting poverty, etc.

Once again, you can be creative about the ways to show that TV contributes directly and indirectly to the SDGs.

You can find out more about these goals in the links on the next page.

Please find below a few links to the SDG, which might be useful to you!
It's fully your choice to include this aspect into you World TV Day support, or not.



Resources for broadcasters wishing to support the SDG:

- Unifeed: high quality videos to be used for new coverage, based on topics. e.g. here with “poverty”
http://www.unmultimedia.org/tv/unifeed/search/series.jsp?mediatype=&q=poverty&advanced=&series=Unifeed&app=4&sort=cdate_desc&category=
- The media centre with downloadable images, logos, and articles, and the videos...
<http://www.globalgoals.org/media-centre/>
- Sustainable Development Goals YouTube channel
<https://www.youtube.com/channel/UCRfuAYy7MesZmgOi1Ezy0ng/videos>
- Videos:
 - Overview: <http://www.un.org/sustainabledevelopment/videos/>
 - Why are SDGs important? <https://www.youtube.com/watch?v=4y9Xoxdlz0>
 - The future is now: <http://www.un.org/sustainabledevelopment/blog/2016/05/the-future-is-now/>
 - The development from the MDGs to the SDGs:
<http://www.un.org/sustainabledevelopment/blog/2015/09/transitioning-from-the-millennium-development-goals-to-the-sustainable-development-goals/>
 - A rap on the goals: <http://www.makewhatsnext.eu/mediacontent/week-rap-extra-sustainable-development-goals-un/>
 - Video with many celebrities on all the goals: <https://vimeo.com/140716856>



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