

Press Release
Celebrating World Television Day 2025:
“TV is Changing. Its Power Remains.”

Brussels, 21 November 2025 (embargoed until 19 November)

On November 21, TV companies worldwide will unite to celebrate **World Television Day**, a global reminder of television’s enduring influence as a medium for information, education, and shared experiences. Established by the United Nations, this annual occasion highlights the enduring power of TV, even as the ways we watch it continue to evolve.

egta (the international trade body of multiplatform TV and audio businesses), and **ACT** (the Association of Commercial Television and VoD Services in Europe), with support from the **GTVG** (Global TV Group), once again join forces to create a 30-second video spot (link to clip), which will be broadcast on TV channels across Europe and shared widely on digital platforms and social media.

TV is Changing. Its Power Remains.

From families gathering around a single screen to witness historic moments and major sporting events, to today’s on-the-go world where news can be streamed on a smartphone during a morning commute, television has transformed into a truly multiplatform experience.

The way we watch TV has shifted. Viewers no longer rely solely on the living room set; they now have the freedom to choose how, when, and where to watch. Streaming services, on-demand viewing, catch-up TV, and subscription platforms have all redefined what “watching TV” means. The medium has expanded beyond a linear schedule into a flexible, personalized experience that fits into the pace of modern life.

Yet, despite these changes, TV’s **power remains unchanged**. It is still the place we turn to for trusted information in times of crisis, for shared cultural moments that unite millions, and for stories that inspire and entertain. Whether it’s live coverage of breaking news, binge-worthy series that become global phenomena, or documentaries that spark important conversations, TV retains a unique ability to shape collective memory and cultural dialogue.

In many ways, the evolution of technology has only **enhanced TV’s relevance**. With smart TVs, apps, and portable devices, audiences can engage with content more deeply and on their own terms, without losing the emotional impact and credibility that television has always offered. It remains a powerful medium for storytelling, one that bridges generations, adapts to new platforms, and continues to bring people together even in an increasingly fragmented media landscape.

Key messages of this year’s campaign include:

- **Adapting to modern life:** Television now lives on every screen, from the largest living room displays to mobile devices and laptops, meeting viewers wherever they are, whenever they want to watch.
- **Innovation with purpose:** While platforms and technology evolve, the role of TV as a source of trusted news, inspiring stories, and cultural milestones remains unchanged.
- **A trusted and reliable source:** Even in our hyper-connected, content-saturated age, TV remains one of the most reliable and credible sources of information, upheld by strong editorial standards.
- **A cultural meeting ground:** TV continues to unite people through shared moments, fostering conversation, understanding, and cultural experiences across diverse audiences. Teaching about the past, present and future of our world.

Television’s power lies in its ability to connect, entertain and educate people through stories, information, and shared experiences that transcend platforms and generations. It remains one of the few mediums capable of reaching mass audiences while also delivering highly targeted, meaningful content.

Whether it is through live broadcasts of major global events, documentaries that spark important conversations, or entertainment that creates cultural touchstones, TV continues to shape how we see the world and understand each other. Its relevance endures because, at its core, television is about storytelling, stories that inform, inspire, and bring people together.

“Television has always lived where emotion meets understanding, linking homes, generations, and ideas through a shared language. It changes shape with us, finding new ways to shine on every screen. When advertising respects that space, it fuels stories that educate, inspire, unite and include. Television keeps evolving, but at heart stays the same: it helps us see one another, and ourselves, with greater clarity.” - **Katty Roberfroid, Director General, egta**

“Television is rooted in our economies and cultures, a leading investor in local creativity, talent, and growth. The result: trusted news that supports our democracies, and much-loved entertainment and sport that reflect our varied identities and passions. As fully accountable players, we set the benchmark for services that operate responsibly: protecting audiences, reflecting and nurturing values, creating and sustaining high-quality jobs and a plural media space. A reference point in delivering responsible innovation in a rapidly changing world.” - **Grégoire Polad, Director General, ACT**

“Television is no longer a screen, it's an ecosystem. From CTV to FAST to Total TV, innovation isn't about formats, it's about reimagining the connection with audiences. As television evolves from linear to digital, from broadcast to Total TV, one truth remains: creativity is at the heart of the connection. The future of television isn't just digital, it's creative. Technology changes how we deliver stories but never why we tell them.” - **Anna Lujanen, President of The Global TV Group and Executive Director of Screenforce Finland**

“Television continues to evolve with every advance in technology, with its role as a trusted window to the world remaining essential. In an era of rapidly changing media habits, television has the power to unite people around facts, foster understanding, and strengthen our connection to the world we share. The power of audiovisual storytelling creates an important space for dialogue and exchange.” - **Sherri Aldis, Director, United Nations regional information center for western Europe**

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About egta:

egta is the international trade body of multiplatform TV and audio businesses. We represent more than 180 members in over 40 markets. Our members are multiplatform TV and audio businesses that sit at the 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. [Full list of members here.](#)

About ACT:

The Association of Commercial Television and Video on Demand Services in Europe represents the interests of leading commercial broadcasters and their VoD services since 1989. ACT member companies finance, produce, promote and distribute content and services benefiting millions of viewers across all platforms.

Website: <https://www.acte.be/>

About the Global TV Group:

The Global TV Group is a grouping of broadcaster and sales house trade bodies in Europe, the USA, Canada, Australia and Latin America, whose joint objective is to promote television and remind advertisers, journalists, agencies and industry peers about the effectiveness and popularity of TV.

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