



CHARTER OF GOVERNING PRINCIPLES

- *Members are all professional trade associations focused on the promotion of TV advertising – unless they are from a territory that doesn't have a TV trade association.*
- *Members all have at heart the greater good of the total TV industry (i.e. linear TV + TV content online). The associations whose focus is anything more specific than “the total TV industry” (for example private vs public, pay-TV vs FTA, local vs national) need to commit to the fact that they will never use the group – nor any material made available by the group - to the benefit of their own message against another association, or group of broadcasters. Our message needs to be positive and come across as united at all times.*
- *Group members are invited to regularly join group meetings, to make sure a quality dialogue is established between the contributors to the group (usually once to twice a year).*
- *Group members are committed to help the group whenever needed by spontaneously volunteering facts and figures for their country/region for any PR, chart, data collection, or initiative that the group has decided to undertake.*
- *The adhesion functions based on good faith, good will, trust and pro-active help. There is no membership fee per se, although the group could decide at one stage to co-finance projects, with decisions to be made on a case by case basis.*