

Association of Commercial Television in Europe
Proud to be a Founding United Nations Media Compact Member

NEW YORK, 23 SEPTEMBER 2018. The United Nation’s launches the UN Media Compact in the presence of the Secretary General of the UN, António Guterres, and the Prime Minister of Norway, Erna Solberg. The Association of Commercial Television in Europe (ACT) was present at the launch ceremony at UN HQ and recognised as a founding member of the UN Media Compact.

The Compact promotes the UN’s Sustainable Development Goals, with other founding members comprising an audience in the billions spanning over 100 media and entertainment outlets, 80 countries and present on 4 continents.

“For ACT it’s an immense honor to help support this extraordinary wave of energy around the promotion and realisation of the Sustainable Development Goals. ACT, as the leading voice of commercial broadcasting in Europe, recognises the need to bring better awareness and action to achieve the SDGs. Working together we can help change happen”, said ACT Director General Grégoire Polad.

The Sustainable Development Goals were adopted by world leaders in September 2015. They encompassing seventeen areas ranging from health, gender equality, education, poverty, inequalities, climate change, while ensuring that no one is left behind.

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About ACT

The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters in 37 European countries. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that the healthy and sustainable commercial broadcasting sector has an important role to play in the European economy, society and culture. See our most recent communications [here](#)

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