



21 November 2016 – Marking the 20th Anniversary of [World Television Day](#) , this year’s theme recognizes the importance of quality content on television, as TV now broadcasts on all displays.

In Europe, 600,000 people help create the TV programmes that reach 610 million viewers across the continent, making television an indispensable and unique tool to reach and inform the people, as well as being a strong platform to encourage positive change.

The Sustainable Development Goals (SDGs) Advocate and British screenwriter & film director, Richard Curtis, stated that “It’s impossible to overvalue the importance of television – both in its serious and less serious functions. It’s one of our most important ways of finding out the truth – and also of changing the world, and finding out what in the world needs changing.”

For the fourth year in a row now, key industry bodies including the European Broadcasting Union ([EBU](#)), the Association of Commercial Television in Europe ([ACT](#)) and [egta](#) , the Brussels based association of television and radio sales houses, have united for World TV Day.

Deputy Director of UNRIC, Caroline Petit, expressed that “We are happy to see these three key television associations partnering up again to celebrate World TV Day, as we are now one year

into the 2030 Agenda for Sustainable Development. All aspects of society, including the media and television, can play its part in implementing this people's agenda.”

The wide reach of television makes it one of the many tools for spreading the Sustainable Development Goals. Thus, the organisers of World TV Day have invited broadcasters to share how TV is supporting the United Nations Sustainable Development Goals, adopted in September 2015.

Broadcasters will also be sharing a video as a ‘thank you’ message to the viewer for their continued loyalty:

Additional links:

- [World Television Day](#)
- [Telling UN Stories through Film \(Video\)](#)
- [UN Television Team \(Video\)](#)