



Trade associations around the world launch the World Radio Alliance

10 February 2022 – The worldwide group is to promote the power of radio around the globe.

On the occasion of World Radio Day and at the initiative of egta, 14 trade associations in Europe, the USA, Canada and Australia, are joining forces to form the **World Radio Alliance**.

This worldwide group of trade bodies representing radio companies and sales houses will widely promote and demonstrate the power and value of radio/audio in the media landscape by sharing best practices and speaking with a unified voice.

This cooperation across continents will underline the many strengths of radio, its unique marketing power and the media mix opportunities created by audio innovations in ad tech and data. In short – how listeners and marketers alike can join the thrilling evolution of this mobile, multi-platform medium.

The founding members of the Alliance are Radiocentre (UK), Radiozentrale (Germany), Audify (Netherlands), RAB (US), RadioMedia (Finland), Bureau de la Radio (France), VIA - Association of AV Media (Belgium), ACR - Associació Catalana de Ràdio (Spain), Radiocentre Ireland, FCP AssoRadio (Italy), Radio Connects (Canada), Association of Austrian Commercial Broadcasters (VÖP), Commercial Radio Australia, and egta - International Association of TV & Radio Sales houses.

Lucy Barrett, Client Director at Radiocentre UK, will be the inaugural President. She will represent the Alliance towards external stakeholders, and steer the group's activities. Caroline Gianias, President of Radio Connects in Canada, will work in tandem with Lucy as Vice-President of the World Radio Alliance.

The group will officially launch on 10 February - preceding World Radio Day on 13 February – with the release of a video compilation of advertisers from renowned brands highlighting the strengths of radio and audio.

The video compilation is available [via this link](#) and more information can be found at the official website worldradioalliance.com.

Lucy Barrett, President of World Radio Alliance & Client Director at Radiocentre UK:
"I am honoured to be the first president of the newly formed World Radio Alliance. The time is absolutely right to join forces and speak with a collective voice. Over the last decade we have seen the rise of more commercial audio formats such as music streaming services and podcasts, yet commercial radio's dominance in the sector remains pretty much intact. But, as is so often the case in the world of media, expectations and perceptions relating to the growth of the new formats are disconnected from

this reality. As the world has become smaller, with media decisions often taken across whole regions and continents, it's crucial we come together to tell the success story of radio in a consistent and unified manner."

Laurent Bliaut, President, egta & Deputy General Director, Marketing, Strategy & Innovation, TF1 Pub

"This unprecedented alliance of radio associations shows the willingness and need to put radio and audio in the spotlight. I'm proud that egta is one of the many trade bodies at the vanguard of this exciting initiative, highlighting the many strengths of our medium to advertisers, agencies and industry experts alike."



The World Radio Alliance is a worldwide grouping of broadcasters' and sales houses' trade bodies in Europe, the USA, Canada and Australia, whose joint objective is to promote radio. <http://www.worldradioalliance.com> | [WRA on LinkedIn](#) | [WRA on Twitter](#)

Thierry Mars – Director Radio, egta
Phone: +32 2 237 60 42 - E-mail: thierry.mars@egta.com