



PRESS RELEASE

NR. 001 / MARCH 2022

For immediate release

ERA GLOBAL PLANS TO INCREASE THE MEMBERS' BENEFITS AND THE NUMBER OF IN-PERSON EVENTS

Brussels, Belgium, 16th March 2022 – Almost 2 years after the start of the pandemic and the association's rebranding as the global entity representing the multi-channel and home shopping industry, ERA GLOBAL expects a positive outcome for 2022, with 2 major events due to take place this year in person.

As part of the long-term commitment to deliver high-quality informative events to the members throughout the year and to uphold the community spirit, ERA GLOBAL organized on 15th March 2022 its third virtual Town Hall Meeting, dedicated to its members.

The event was held by **Dr. Julian Oberndörfer, CEO ERA GLOBAL**, with special attendance by **Dieter Schneider, Co-owner of Mediashop Group, Austria, and ERA GLOBAL Chairman of Board of Directors.**

The event aimed to provide the members with a clear and transparent overview of the previous projects' results, the updated financial status, and the plans of the association.

As the pandemic comes to an end and we reach more stability on the global situation, the management of the association will make it a priority to increase the benefits to the members and re-shape the fees' structure.

"The number of the new companies showing interest in our conference in Amsterdam is increasing. The new members understand the values of being part of our association. We've become international, from European to global members based. We will focus on delivering qualitative benefits to our members, such as a members' directory and a new website. For the next year, we already foresee some partnerships with major events worldwide. You will see massive development in terms of in-person events in the following years," announced Dr. Julian Oberndörfer, CEO ERA GLOBAL, at the 2022 Virtual Town Hall.

"We have been living challenging, but promising times. I am happy to meet all of you today, happy to have survived, and to have the opportunity to discuss our finances. You can imagine that in these times the finances have been a little bit challenging but through good leadership, we've managed to keep a balance. The outlook for this year is positive, we are



proud to say that we go as planned with our conferences in Amsterdam and Las Vegas,” stated Dieter Schneider, **Chairman of Board of Directors**.

High interest for the Amsterdam conference, registration launch for Las Vegas planned for late March

The Digital Town Hall has opened a series of shows planned for 2022. The Amsterdam Conference will take place from the 21st to 23rd June, following in the footsteps of its highly successful events of previous years. The summer event will be followed in September by the Autumn US show, which is taking place from 19th to 21st September at The Cosmopolitan Hotel of Las Vegas.

The companies have shown so far high interest in the Amsterdam event, the same interest is expected for the Autumn event in the US.

A major step forward for the ERA Global UK members

End of December, Sky launched a consultation document that proposed to cut the amount of long-form teleshopping media that was available by around 20%, which could have been a serious threat to the industry.

In a joint market effort, UK ERA Global members (under the leadership of its local UK chapter) and other market players appealed against these proposed changes, which Sky finally reversed. **Simon Hinton, General Secretary of ERA Global UK Chapter**, took the floor at the 2022 Virtual Town Hall and gave more insights on this major success for our community and our members.

Simon said, “It was brilliant to see everyone pulling together with help, suggestions, and ideas. I am delighted that Sky have reversed their proposal. It’s great news for Teleshopping in the UK”.

For further details about ERA GLOBAL, please visit www.era-global.org.

For information on attending the ERA GLOBAL Amsterdam Conference, please visit the official [event website](#).



About ERA GLOBAL

ERA GLOBAL* is the only existing non-profit association representing the interests of the Multi-Channel Home Shopping Industry and direct-to-consumer business. Our members come from Europe, the Middle East, the Americas, Asia, and Australia, and are active all over the globe. ERA GLOBAL is the voice and network for businesses that offer innovative products to consumers through the audio-visual presentation, the internet, and other electronic media, according to a recognized code of ethics. ERA GLOBAL advocates and supports the interests of our Global members and their customers.

*the registered association name is the Electronic Retailing Association Europe / ERA Europe Asbl, BE 0867.005.301, RPM Brussels