



# AIB

Association for International Broadcasting

**Your guide to  
joining the  
global voice for  
broadcasting**

# Join the AIB

**Welcome to the Association for International Broadcasting (AIB), the leading institution for all organisations delivering local, national, international or global media output. We invite you to join us and be part of one of the most experienced and best-connected broadcasting industry bodies.**

*The AIB's mission is to support, sustain, promote and protect our members across the world, by offering a complete range of specialist broadcast media support services.*

Rapid developments in distribution and accessibility make the whole world your stage. Anything you broadcast can now be seen any time - and anywhere. Our members offer video, audio and digital services in multiple languages to over one quarter of the world's population, reaching almost every country on the planet every single week. That's why belonging to the AIB is more important than ever.

We help you collaborate, innovate, solve problems and tell your stories. We can help you work with governments to ensure your voice is heard with the authority and independence that the AIB is renowned for. We're not political - we don't take sides.

Joining the AIB gives you access to our comprehensive knowledge gathering, intelligence sharing and training body that works across the international media market. Membership is a priceless 'force-multiplier' for you and what you do.



**Simon Spanswick**  
AIB Chief Executive

# INFLUENCING POLICY



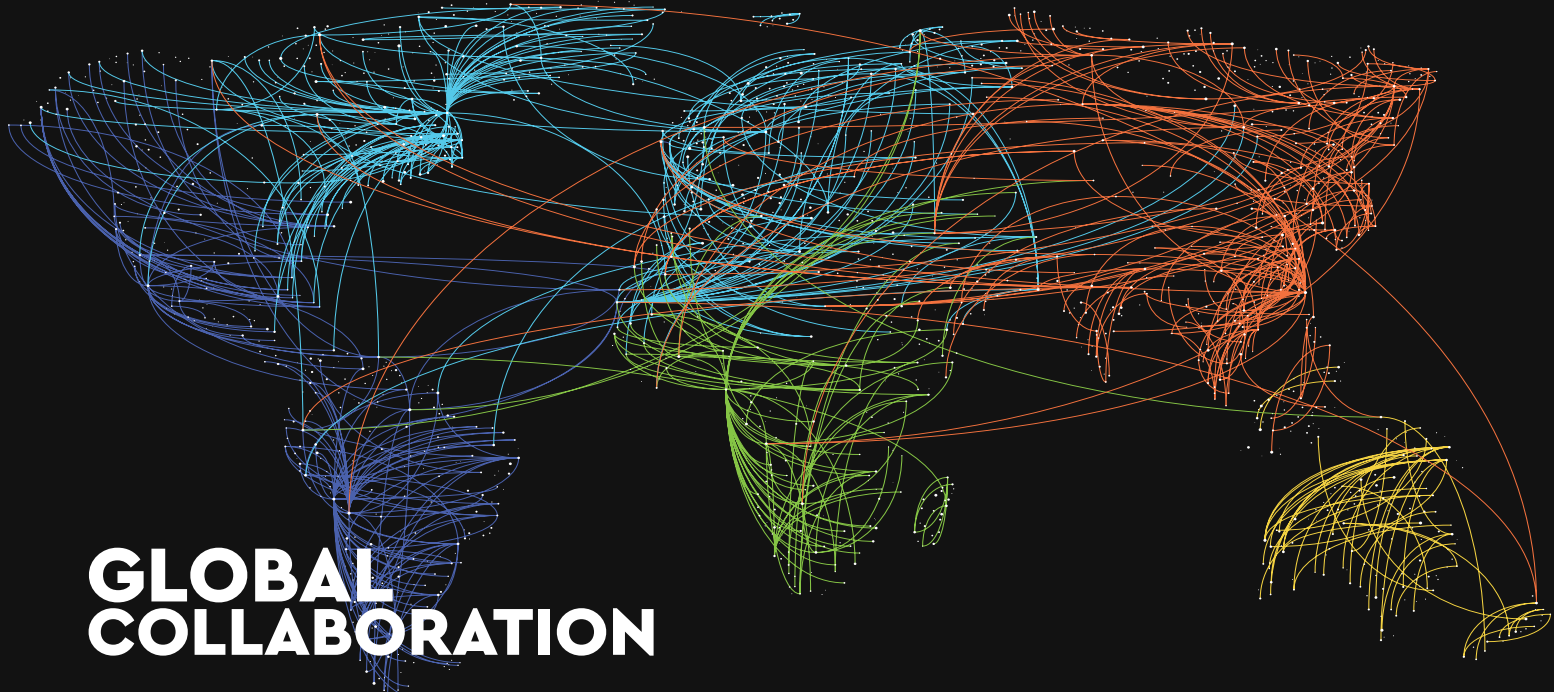
The AIB has been serving broadcasting and media companies all over the world for decades. We have dealt with issues ranging from pay-TV regulations to media freedom, spectrum access, safety and security, sustainability, funding and much more. The AIB is a trusted and powerful voice supporting our members everywhere.

We're proactive and energetic, speedily responding on any issue that matters to you or your organisation. We're always here, communicating with you and with those who make decisions that affect your operations.

We constantly monitor the media industry internationally, and alert you when there's something you should know about: anything that influences or affects the broadcasting community. We'll also help create the right responses, and if this leads to further talks and meetings, we're with you all the way.

Our Government Relations Division is all about finding win-win solutions with politicians and other official authorities, enabling broadcasting to turbocharge its ability to seek amicable and fair regulatory solutions to the challenges facing the industry: across legislation and guidelines, particularly as the media marketplace evolves and changes so rapidly.

As we represent so many media companies, the AIB is respected and listened to by decision-makers globally. That's why we can, and do, talk to key influencers, including politicians and regulators. When it comes to decision-makers, AIB membership gives you a front row seat.



# GLOBAL COLLABORATION

The AIB is team-spirited, outward-looking and dedicated to optimising broadcasting in every form. We work with key players in every region of the world, delivering global collaboration on the most important and strategic issues that affect our members and the wider industry, as well as providing a range of specialist services.

Our Marketing Division is available to support companies enhance and develop their brand image. It is led by true professionals in the field, with many decades of experience in broadcasting, advertising agencies and world-leading brand management firms such as Procter & Gamble.

This means that every marketing project you bring to the AIB benefits from outstanding expertise in the field.

Our pioneering accreditation scheme for freelancers – AIB PASS – for the first time guarantees consistent standards for freelance journalists worldwide, helping you to engage personnel on the ground everywhere on the planet, and to expand news gathering capabilities whilst keeping a cap on costs through deployment of accredited freelancers.

We work with commercial companies to offer discounts on select services and events, helping you to stretch your budgets further.

The Association for International Broadcasting has been gathering intelligence and monitoring developments in global media for well over three decades, from the analogue era to today's digital age.

We've an unrivalled database of useful contacts our members can access; from media executives, editors, journalists, producers, distributors, regulators to parliamentarians in over 100 countries. We have extensive information and knowledge about global media which members can use to develop their plans and strategies.

We constantly add to our body of information and our contacts. No other organisation can offer anything close to the breadth of the AIB contact list.

# KNOWLEDGE CENTRE

The background image is a blurred, futuristic control room or data center. It features multiple rows of computer monitors displaying various data and graphics. The lighting is predominantly blue and white, creating a high-tech, digital atmosphere. In the center, a large, glowing circular logo is visible, though it is out of focus. The overall scene suggests a sophisticated, data-driven environment.



# PROMOTION

The Association for International Broadcasting promotes broadcasting and media on a truly global scale.

The AIB's publications and online presence reach thousands of media leaders in well over 100 territories. Our proactive promotional work connects broadcasters and opinion-leaders in multiple markets.

Our main website, [www.aib.org.uk](http://www.aib.org.uk), is used on every continent every week. Members can share their latest news with our global audience and deliver thought leadership stories to underpin their position in the international media marketplace.

We want you to celebrate success and build your success through the AIB. That's the reason we make sure our briefings, reports and bulletins offer essential business and strategic insight for our Members.

In addition, the AIB Marketing Division assists Members with branding, profile development and messaging.

We can work with companies that may be interested in reviewing the power of their marketing strategies, the projection of their brand in public and opportunities to build on what they have done so far.





# WORKING GROUPS

The Association for International Broadcasting uses Working Groups to help Members address strategic business, managerial and operational issues. These debate areas of shared concern and opportunity.

The output helps to build consensus among Members on key subjects. We also know that this work often guides strategic policy development within Member organisations.

## **Artificial Intelligence**

Our global group examines key issues around AI, from ethical considerations to applications across businesses, sharing best practice and knowledge from media companies across continents.

## **Sustainability**

This group exchanges information on issues surrounding sustainability, from scope 1, 2 and 3 reporting and issues of how to accurately reflect individual activities both internal and from external suppliers, to how best to incorporate sustainability themes in output.

## **Regulatory and Legal**

This forum addresses key regulatory issues as they arise. It develops responses from the AIB to support individual Members' efforts to influence policy decisions.

## **Cyber Security**

A confidential forum on threats and solutions to protect Member businesses from cyber-attack. The Group engages with industry vendors and suppliers to address security issues.

## **Audience Research**

Shares best practice in audience research within the international broadcasting industry. It also responds to the needs of publicly funded and commercial companies. The Group continually examines opportunities to reduce the costs of audience measurement.

## **Media Freedom**

Supporting AIB Members to ensure that media freedom is maintained in territories globally, and liaison with the inter-governmental Media Freedom Coalition.



# CELEBRATING SUCCESS



The Association for International Broadcasting has for decades run the renowned and respected industry awards programme, the *AIBs*. These annual awards celebrate success in journalism and factual productions across video, audio and digital on a global scale.

The *AIBs* reward programme makers and storytellers on every continent in these highly respected, globally recognised and greatly coveted celebrations of success.

Our judging panel comprises distinguished media professionals, including commissioners, editors, producers, journalists, and reviewers, hailing from diverse regions

worldwide. This diversity ensures the awards reflect their truly global scope and significance.

Winners of the *AIBs* exemplify the very best in journalism and factual programme-making. The annual global gala in London, held each November, stands as a highlight of the international media calendar. It brings together participants to celebrate their achievements while fostering knowledge exchange, collaboration, and inspiration across borders.

Industry professionals consistently praise the *AIBs* for providing a unique and invaluable platform for programme makers and journalists.



# EVENTS, CONFERENCES and NETWORKING

The Association for International Broadcasting is one of the world's primary forums for media industry interaction. Our events are ideal venues to share expertise, knowledge and proposals, and engage with observers, commentators, regulators and parliamentarians.

We focus on topics relevant to our Members across the world. That's why we organise large-scale conferences and private networking events. We are an independent international media body that brings people together for the benefit of the entire industry.

Best of all, we adapt to what you want. Our agenda for events is driven by you, as we respond to your needs and requirements.

# GOVERNANCE and MANAGEMENT

The day-to-day work of the Association for International Broadcasting is carried out by a dedicated team headed by the Chief Executive. With the AIB Secretariat in southern England and representatives in Europe and Asia, the AIB is always ready to serve you, providing the services outlined in this booklet.

Governance is managed through the AIB's Executive Committee, consisting of seven people elected by Members for a two-year term of office. This Executive Committee meets formally four times a year, with other conversations as and when required. The Executive Committee receives reports from the Secretariat and the Chairs of all Working Groups and guides the AIB's overall work programme.

Our governance structure has proved its effectiveness and is one of the reasons we are so well connected to the needs and aspirations of AIB Members.

## Executive Committee



**Carlson Huang**

Manager, International Language Division, Radio Taiwan International, Taiwan

Chair



**John Lippman**

Deputy Director, Voice of America, USA

Deputy Chair



**Nesryn Bouziane**

Manager International Services, ABC, Australia



**Craig Dale**

Chief Editor, CNA TV International, Mediacorp, Singapore



**Nigel Fry**

Director of Distribution, BBC World Service, UK



**Serge Schick**

Director of International Development and Commercial Resources, France Médias Monde, France



**Ömer Faruk Tanrıverdi**

Deputy Director General, TRT, Turkey



CHIEF EXECUTIVE

**Simon Spanswick**

**[simon.spanswick@aib.org.uk](mailto:simon.spanswick@aib.org.uk)**

DIRECTOR, BUSINESS DEVELOPMENT

**Tom Wragg**

**[tom.wragg@aib.org.uk](mailto:tom.wragg@aib.org.uk)**

COORDINATOR, AIB SECRETARIAT

and PRODUCER, THE AIBs

**Clare Fuller**

**[clare.fuller@aib.org.uk](mailto:clare.fuller@aib.org.uk)**

HEAD, PUBLIC AFFAIRS

**Lembit Õpik**

**[lembit.opik@aib.org.uk](mailto:lembit.opik@aib.org.uk)**

DIRECTOR, MULTILATERAL RELATIONS

**Craig Hobbs**

**[craig.hobbs@aib.org.uk](mailto:craig.hobbs@aib.org.uk)**



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[www.aib.org.uk/join](http://www.aib.org.uk/join)



Association for International Broadcasting

AIB | PO Box 112 | Downham Market  
PE38 8DX | United Kingdom

T +44 (0) 20 7993 2557

E [contactaib@aib.org.uk](mailto:contactaib@aib.org.uk)

W [www.aib.org.uk](http://www.aib.org.uk)