

AIB PURPOSE AND MEMBERSHIP PRINCIPLES



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INTRODUCTION

International broadcasting plays a vital role in connecting societies, informing audiences, and supporting understanding across borders. At a time when the global media environment is becoming more complex - shaped by rapid technological change, shifting patterns of distribution, and increasing pressure on trusted journalism - the need for clear, shared standards has never been greater.

Founded in 1993, the Association for International Broadcasting (AIB) exists to promote and protect the interests of those engaged in this work worldwide. The AIB Purpose and Membership Principles, developed and agreed by the AIB Executive

Committee, set out the values that underpin that mission and the expectations of organisations that are part of the Association.

These principles reflect a commitment to credibility, professionalism, media freedom and collaboration. They recognise the diversity of AIB's global membership - spanning different cultures, editorial traditions and ownership models - while establishing a common foundation of integrity and responsibility. In doing so, they help ensure that international broadcasting continues to serve audiences with accuracy, fairness and trust.

For members, the principles provide a clear framework to

guide conduct and decision-making. For partners, stakeholders and audiences, they offer reassurance that AIB members are committed to high standards and to the essential role that international media plays in an open and informed world.

As the industry continues to evolve, these principles are intended not as constraints, but as a shared reference point - supporting innovation and growth while safeguarding the values that define international broadcasting.

A blue ink signature of Simon Spanswick, consisting of several fluid, overlapping strokes.

Simon Spanswick
Chief Executive



PURPOSE AND PRINCIPLES

AIB Purpose

"To promote and protect the interests and concerns of those engaged or involved in any country in the world in the business of international broadcasting"

AIB Membership Criteria

"Membership of the AIB is available to companies and individuals involved in or having a legitimate interest in cross-border broadcasting."

AIB Membership Principles

To uphold the AIB's mission to promote and protect the interests and concerns of those engaged or involved in international broadcasting, all members must undertake to adhere to the following principles:

1. Credibility of International Broadcasting

- Members must support credibility and trust in international broadcasting.
- Members must not undertake or support activity that could undermine trust in international broadcasting or conflict with the purpose of the AIB.

In particular, they must:

- respect media freedom and pluralism globally,
- uphold high standards of journalism and broadcasting ethics, including truthfulness, accountability, including in the context of mis-, mal-, and disinformation; and
- respect the safety of media workers in order to undertake their work freely.

2. Professional Conduct and Responsibility

- Members must act professionally and ethically in all business and editorial dealings.
- Members should disclose any conflicts of interest in their dealings with other members.

3. Support for Innovation and Knowledge Exchange

- Members are encouraged to share knowledge, skills, and best practices in line with AIB's aim to improve standards across journalism, technology, management, and distribution.

4. Respect for Cultural and Linguistic Diversity

- AIB values the diversity of its membership - including ownership models, missions, and editorial traditions.
- Members must respect the diversity in language, culture, and viewpoints represented across the Association.

5. **Compliance with Law and Regulation**

- Members must operate within the laws of their country of establishment and adhere to applicable international laws and regulations.

6. **Accountability**

- Members must cooperate with reasonable inquiries from the AIB Secretariat or Executive Committee concerning their eligibility for continued membership.

7. **Financial Responsibility**

- Members must maintain good financial standing with the Association, including prompt payment of dues and fees.

8. **Support for AIB's Mission**

- Members should actively support AIB initiatives, including participation in working groups, events, and knowledge-sharing activities.

- Members should respect the decisions of the Executive Committee and abide by the AIB Constitution and any published byelaws.

9. **Zero Tolerance for Abuse**

- AIB has zero tolerance for harassment, discrimination, or abusive behaviour towards AIB staff, members, or the public in any context connected to the Association's activities.

10. **Diversity and Plurality**

AIB welcomes the diversity of its global membership and believes that plurality of views, experiences, and approaches enriches the international broadcasting community. While members may differ in structure, mission, or outlook, they share a commitment to professionalism, integrity, and the values expressed in these Principles.



ABOUT THE AIB

The Association for International Broadcasting (AIB) is the global trade association for organisations engaged in cross-border media. For more than three decades, the AIB has brought together broadcasters, platforms, suppliers and media-related organisations from around the world, providing a trusted forum for collaboration, insight and advocacy across the international media landscape.

Operating at the intersection of journalism, technology and policy, the AIB supports its members in navigating an increasingly complex and fast-moving environment. Its work spans the key issues shaping international broadcasting today, including distribution, regulation, media freedom, sustainability, security and funding. By maintaining a continuous focus on global developments, the AIB enables its members to anticipate change, respond effectively to challenges and identify new opportunities.

A core strength of the AIB lies in its ability to connect organisations with decision-makers and influencers worldwide. Through its engagement with governments, regulators and international bodies, the Association provides members with a respected and independent voice in policy discussions. This advocacy is underpinned by a commitment to neutrality: the AIB does not take political positions, but works to ensure that the interests of international broadcasting are understood and supported at the highest levels.

The AIB also serves as a global knowledge centre. It gathers and analyses intelligence from across the media industry, offering members access to insights, contacts and expertise that support strategic decision-making. Its working groups, events and briefings create opportunities for members to share experience, develop best practice and collaborate on issues of shared importance.

Alongside this, the AIB promotes excellence in journalism and factual storytelling through its internationally recognised awards, the AIBs, and supports the visibility and impact of its members through its communications and outreach activities.

As an independent, member-driven organisation, the AIB exists to support, sustain and strengthen international broadcasting. It provides a platform through which members can work together, address common challenges and contribute to a more informed and connected global media environment.

Talk to the AIB Secretariat to explore how membership of the AIB can bring benefits across your organisation.



AIB | PO Box 112 | Downham Market | PE38 8DX | United Kingdom
+44 (0) 20 7993 2557 | contactaib@aib.org.uk | www.aib.org.uk