

ANNUAL REVIEW 2019



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INTRODUCTION

2019 is the 26th year since the Association for International Broadcasting was founded and it has been our busiest as we responded to key challenges affecting the global media industry.

We have worked on more issues and collaborated with more organisations than ever in our history. We have grown the membership and today AIB represents companies that together reach well in excess of one billion people each week.

Our aim continues to be to support our Members - they are spread geographically around the globe: Australasia, Asia, Europe, Africa, the Middle East and North America. Each organisation that we represent, and support, faces an increasing range of complex challenges in today's constantly shifting and evolving media market and consumer trends.

The AIB concentrates on the key issues that affect our Members and where the Association can add real value and not duplicate the work of others.

The AIB's Governance is provided by our Executive Committee and I acknowledge the work and support of the ExCo Chairman, Abdulla Al-Najjar of Al Jazeera Media Network, and Deputy Chairman, John Maguire of

France Médias Monde, and ExCo members Simon Kendall (BBC World Service), Naomi Kerbel (Bloomberg), Zahra Nedjabat (DW) and Alexey Nikolov (RT). I must also thank Klaus Bergmann of DW, who was a member of our Executive Committee for three two-year terms until his retirement from Deutsche Welle in October 2019.

I should like to pay tribute to the small team in the Secretariat that run the AIB day-to-day, including our extremely high-profile annual awards. Clare Dance is the key point of contact in the Secretariat. Clare also manages the *AIBs* each year. Gunda Cannon is in charge of editorial. Tom Wragg looks after a range of business development issues and plays a key role in our media freedom and cyber security work. Diane Davis has responsibility for research and promotion. Anjuli Shere is our conference analyst. Morand Fachot is our editorial contributor.

This report sets out the key AIB's activities carried out during the calendar year 2019.

A handwritten signature in black ink, appearing to read 'Simon Spanswick', written over a white background.

Simon Spanswick
Chief Executive



MEDIA FREEDOM

In 2019, the AIB has continued and developed the work it started in 2018 in the area of media freedom. Our increased focus on media freedom coincided with the UK Foreign and Commonwealth Office's [FCO] global campaign that included the London conference which was co-hosted with the Canadian government. The AIB contributed extensively to the work of the FCO in developing its global campaign and on the London conference in order to ensure that the views of AIB Members were represented throughout these two events.

The AIB made a submission to the UK Parliament's Foreign Affairs Committee Inquiry into the FCO's Media Freedom Campaign in which we highlighted some of the challenges faced by AIB Member companies and set out ways in which we believed the FCO needed to respond.

**DEFEND
MEDIA
FREEDOM**



The AIB provided the FCO with a range of potential speakers for the London conference – both from within and outside the AIB Membership – whose presence as participants at the London conference would be beneficial for all stakeholders.

The London conference was organised to focus on the needs of NGOs rather than those organisations that actually employ and deploy journalists in challenging parts of the world, or that face attempts by governments and other actors

to prevent them from operating. This, combined with the short time scale in which the event was organised, meant that AIB Members were under-represented on panels and in the audience. We were approached at the very last minute to get speakers from some AIB Member organisations but the event was at that time so close that diaries in a number of cases could not be changed.

This was, we believe, a missed opportunity and coupled with the lack of media coverage of the conference led this to be far less

visible than it could otherwise have been.

During the preparations for the conference, the UK Parliament's Foreign Affairs Committee started a review of the Foreign and Commonwealth Office's Media Freedom Campaign. The AIB made a submission to this Inquiry in which we stressed that media companies are central and crucial to any media freedom activities that the UK FCO - and other governments - undertake.

Following on from the London conference, the Canadian government is now taking over leadership of the campaign and intends to hold the second media freedom conference in Q3 2020, most likely in Quebec. The AIB is engaged with Global Affairs Canada to ensure that the views of the media industry, and AIB Members in particular, feed into the plans for the 2020 conference and to the wider campaigns of both the Canadian and UK governments.

To this end, the AIB has participated in meetings convened by Global Affairs Canada and is working on inclusion of the media sector in the ministerial-level Media Freedom Coalition. The

current composition of observers to the Coalition is dominated by NGOs and there appears to be little desire among this group to embrace the needs of or to accept the input of media companies. The AIB will continue to push for the sector that we represent to be fully involved in the Coalition.

AUSTRALIA

The AIB has been active in Australia following the raids on the ABC and NewsCorp journalist Annika Smethurst in April 2019.

Two Parliamentary Inquiries were established to which the AIB has made submissions, working with members of the renowned London-based legal team of Doughty Street Chambers. We have been asked to provide oral evidence to the Senate Inquiry in February 2020.

We also achieved nationwide coverage of the issue through an op-ed article written by AIB CEO Simon Spanswick in the *Sydney Morning Herald* in the week of the AIBs, 6 November 2019.

IRAN

The continued attempts by the Iranian government to prevent news and information reaching the country have been a further

focus of attention during 2019. The case of BBC Persian staff, whose families have had asset freezes and travel bans imposed on them, as well as threats of physical violence made against them, is one of the most shocking that the AIB has witnessed in the last quarter century. The Iranian authorities have essentially decided to deploy a jurisprudence dragnet against any person working for BBC Persian, and their families both in the UK and in Iran.

The case has been raised at the United Nations, and AIB CEO Simon Spanswick spoke at a side event at the UN Human Rights Council in support of BBC Persian in March 2019 (pictured below with Rana Rahimpour of the BBC in Geneva).



In December, similar tactics were deployed by the Iranian authorities against Iran International, the London-based Persian-language TV service.

The AIB has supported Iran International, attempting to engage the Iranian Embassy in London and to ensure that the UK FCO is aware of this latest move by the Iranian authorities.

TANZANIA

We are closely monitoring the situation in Tanzania where the government is now seeking to hinder the work of media organisations across the country. For example, new legislation means that anyone filming within Tanzania now has to have footage passed by the censor before it leaves the country - even for innocuous subjects such as natural history.

NOVEMBER MEETING

As part of the AIB media freedom initiative, we held a high-level meeting at the invitation of Doughty Street Chambers on 7 November.

We brought together media leaders and lawyers to learn about some of the key challenges to media freedom, and how



organisations are working to counter these difficult situations.

On a positive note, the Sudanese Ambassador to the UK (pictured above right) talked of the changes that have occurred in Sudan since the overthrow of Omar al-Bashir which includes the opening up of the country to foreign journalists and news organisations. A report of the event was distributed to Members in November; copies are available from the AIB Secretariat.

STEERING GROUP

The AIB media freedom steering group will commence work in early 2020. We will be calling the steering group's first meeting in Q1 2020. If your organisation has not yet nominated a member for the steering group, please contact the Secretariat.

Further information on the AIB media freedom initiative, together with copies of submissions to parliament made during 2019, is available online at <https://aib.org.uk/media-freedom/>

SUSTAINABILITY



The issue of sustainability and climate change was front and centre of the news in 2019.

Broadcasters and media companies are in a unique position to act as industry leaders by making their operations more sustainable. Broadcasters can also start conversations among their audiences on the relevance and importance of climate change and sustainability to everyone's lives.

The AIB has continued to develop its own sustainability credentials, minimising waste in the Secretariat through simple yet effective changes to the way it operates.

For example, we have moved our staff and guest catering from supermarket milk in plastic containers (that has been transported over considerable distances) to milk that is delivered in recyclable glass bottles from a

local farm located just 5km from our office.

We have made other changes, such as the use of potato starch envelopes for the mailing of the entry book for the *AIBs*, replacing plastic wrappers used in previous years. The new envelopes are entirely biodegradable and compostable.

The AIB remains a partner of the UN SDGs media compact which provides us with access to a raft of material on sustainability and the Goals that the UN produces. While this tends to be more focused on print than broadcast, this forms a useful resource for programme makers and editors. We circulate summaries of the content available, with links, to AIB Members as we receive this from the UN.



CYBER SECURITY



The AIB's work in cyber security is designed to assist our Members in ensuring that their increasingly IP-based production, playout and transmissions systems are protected from compromise and attack. This is a major high priority issue and is one that is mission critical. A successful, or partly successful, attack can have a series of major impacts, including reputational and financial.

In 2018, the AIB started discussions with Royal Holloway University of London (pictured above) for the establishment of a broadcast cyber security centre of research excellence within the University's Information Security

department. The purpose of the centre will be to provide extensive, robust testing of equipment that is deployed within the broadcast chain in order to establish whether vulnerabilities exist, as well as systemic and operational issues.

Our plans for the centre are now well advanced with a number of high-level meetings held between the University and the AIB that will lead to the first work getting underway in the first few months of 2020. As the work plan becomes clear, the AIB will continue conversations with government security services in key territories to ensure the

work benefits critical national infrastructure in those countries. Throughout the year, the AIB has continued to monitor developments in cyber security and passed on relevant information to our Members.

Our Research Assistant, Anjali Shere, undertook a survey of a range of AIB Members that examined the way journalists understand security of Internet of Things [IoT] devices. This work is part of advanced academic research into cyber security and journalism. We will be undertaking further research among AIB Members on cyber security topics in 2020.

THE AIBs



2019 marked the 15th year of the *AIBs*, our annual awards for journalism and factual productions across TV, radio and digital platforms. Our call for entries was launched in April with a physical mail shot of around 4,000 copies of the entry book alongside an extensive digital campaign that reached upwards of 27,000 people in over 150 countries.

We were delighted to welcome two sponsors for the *AIBs* 2019: Al Jazeera Media Network chose to be our Event Partner, benefiting from a range of key brand messaging to our global awards audience; and Radio Taiwan International sponsored the

Science, technology and nature award category.

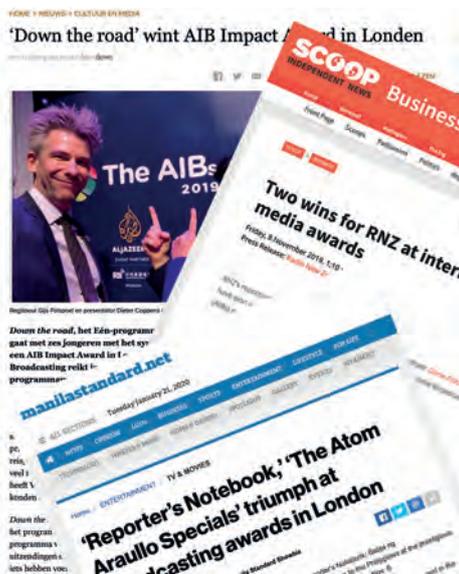
By the July closing date, we had received a bumper crop of entries, many from production houses and broadcasters who were first-time entrants. In all, we received over 400 hours of content across the 19 categories, representing the highest amount of work that we have been privileged to see in the 15-year history of the competition.

Our shortlisting team worked through the European summer to identify the very best of the programmes and news coverage that had been submitted and then the shortlisted entries were

sent to our international panel of judges for evaluation.

The Awards night on 6 November was staged once again at LSO St Luke's, the training and education centre of the London Symphony Orchestra. Over 200 guests from 15 countries joined us for the evening that was hosted by Caroline Hepker, presenter on Bloomberg Radio. We have prepared a video of highlights of the *AIBs* 2019 which can be watched here: <https://vimeo.com/383583268/c425f5b9fe>.

The Awards Winners book was expanded in 2019 to include feature articles that bring stories



highlighted in our signature *In conversations* up-to-date.

We gained extensive international coverage of the *AIBs* 2019 in both the consumer and trade press, which is beneficial to entrants and to the event's sponsors.

The *AIBs* continue to be an excellent way for Members to raise awareness of their output and to help showcase their productions. We always see new relationships being forged through the annual *AIBs*. At the awards event in 2019, one of the category winners said that he had no idea of the output

of many of the broadcasters he had seen showcased during the evening and would now seek out a number of channels whose work had been shortlisted.

The *AIBs* 2020 will open for entry in April and the awards night will take place in London on Friday 13 November. We are moving to a new, more central venue (pictured) in the heart of London, two minutes' walk from the Houses of Parliament and look forward to welcoming our international guests there this November.



PROMOTION AND ADVOCACY

The AIB is a key multiplier of its Members' messages with its unrivalled database of contacts in over 170 countries. Many of these are key opinion leaders in the media and related industry and they benefit from receiving the AIB's regular media industry briefing that is sent via e-mail.

These regular briefings, together with the AIB website, provide a vehicle for Members to tell their stories or to announce, for example, new initiatives,

programming strands or key appointments.

We regularly ask all Members for news and information that we can use in our industry briefings and in the news pages of our website. When news stories are published, we boost awareness via Twitter, Facebook and LinkedIn, helping to broaden the reach of every story we run.

As well as this highly visible work, the AIB continues to provide confidential advocacy work for Members, helping them as situations arise that require intervention from a respected international association. All Members can take advantage of this work to support their particular needs and objectives.

We have extensive high-level contacts in parliaments and in regulatory bodies across the world that we can call upon for support, advice and assistance as needed.

Promotional and advocacy work are two of the benefits of AIB Membership.



INFORMATION AND RESEARCH



Over the 26 years that the AIB has existed, the organisation has developed a considerable library of information about the media industry worldwide and the Secretariat staff has developed and grown its knowledge base.

We have a unique database of contacts in media organisations, parliaments, regulators, trade and consumer press, broadcasters, production companies and other relevant sectors. In 2019, we started to migrate this database to a more modern cloud-based system that allows greater flexibility and faster access and cross-referencing. We are already seeing the benefits of this new online database and are able to provide contact details to

Members when they ask for help and assistance.

In addition to our contacts database, AIB Members are able to seek assistance from the Secretariat across a wide range of subjects. Where possible, we provide information from our in-house knowledge base. If we do not have appropriate expertise, we can put AIB Members in touch with a range of key experts who can assist.

These information and research services are one of the many benefits of AIB Membership.

REGULATORY

Throughout much of 2019, there was much uncertainty over Brexit and whether the United Kingdom would actually leave the European Union. Leaving the EU has an impact on pan-European channels that are licensed in the UK for reception in the other EU27 States, and for channels licensed in EU Member States that are intended for reception in the UK.

As we have noted in a range of position papers, the UK's media regulator, Ofcom, licenses the greatest number of pan-European channels of any EU regulator. Should the UK leave the EU without a deal, it may be necessary for those channels licensed in the UK and wishing to have pan-European services to seek a licence in an EU27 Member State. The same may apply to channels licensed in an EU27 Member State wishing to be received in the UK.

The UK election in December which returned a large working majority for the Conservative Party means that the UK will definitely leave the European Union on 31 January 2020, with a transition period of up to one year likely. This means that there is no immediate concern for channels licensed either in the UK or in an



EU Member State.

The AIB has had a number of discussions with regulators in EU27 Member States, and has helped to deliver roadshows for Member State regulators that have wanted to position themselves as alternative domiciles for pan-European channels. We have prepared detailed analyses of select regulatory regimes in EU27 Member States for the benefit of our Members.

Throughout 2020, the AIB will be seeking to clarify the validity of channel licences between the UK and EU27 and working to influence decisions on both sides of the English Channel to make the channel licensing regime as painless as possible for AIB

Members and the wider industry.

In addition to our considerable work on Brexit, the AIB has handled a wide range of enquiries from Members on regulatory issues in various territories across the world. The AIB has an extensive range of expertise on regulatory affairs and in addition can access specialists in different geographies to assist Members when they face issues or need advice.

We will continue to provide ad hoc assistance when Members require this throughout 2020 - our regulatory work is one of the many benefits of AIB Membership.

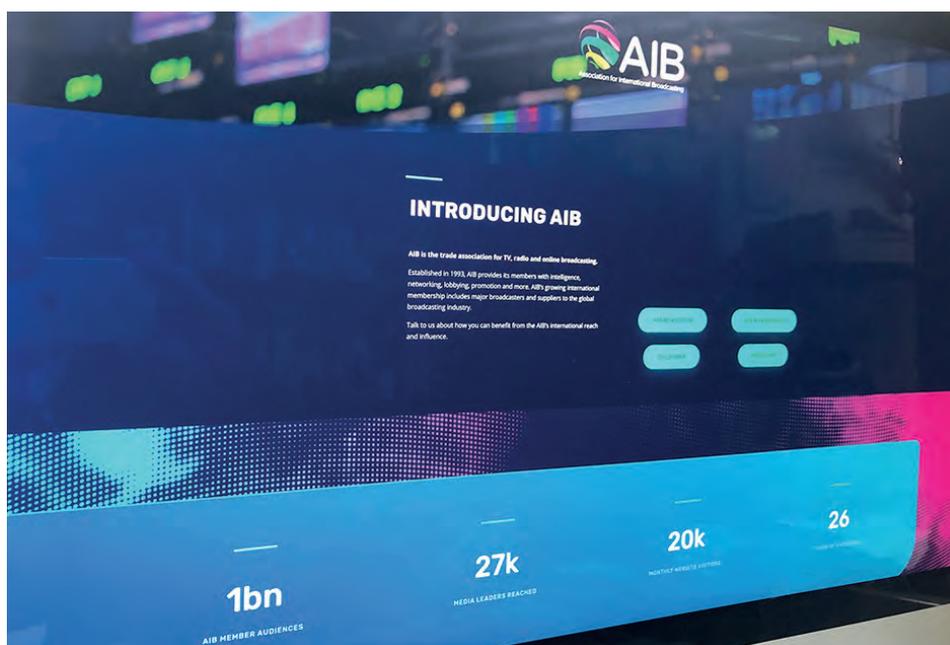
INTO 2020

In 2020, the AIB will continue to develop the work outlined in this Report. The small Secretariat team will support all the activities we undertake and has many years of experience in media, advocacy and marketing, among other areas.

We expect there to be continued emphasis on work around media freedom. The AIB has secured membership of the Media Freedom Coalition Advisory Network [MFC-AN] which puts the organisation – and therefore our Members – at the heart of intergovernmental discussions and work. The MFC-AN will be closely involved with the planning work for the Canada media freedom conference that will take place in September or October 2020. We will push for far greater involvement at this important event by key executives of AIB Member organisations to ensure that the views of broadcasters and media companies are front and centre of the debate.

We will also work on individual media freedom cases that our Members want us to assist with. Our role is to supplement the work they are carrying out, adding the weight of the entire AIB Membership and community to their efforts.

In February 2020, AIB Chief



Executive Simon Spanswick will give evidence to the Australian Senate Inquiry into media freedom, expanding the work undertaken in Australia throughout 2019.

OUR PUBLIC FACE

On 2 January, we refreshed our [website](#) with a bold, contemporary design and clearer navigation (above) that enables users to find information about the AIB and its Members more easily.

During January 2020, we will relaunch the *AIBs* website with

a similar design as the awards are an integral part of the Association's work.

COLLABORATION

We want to expand the way in which AIB Members can work together, across programming or training, for example. We will be seeking input from Members on how they want the AIB to leverage the collaborative platform that the Association provides.

EVENTS

We have been asked by Radio Taiwan International to collaborate on a major media conference

in Taipei this year, building on the success of the ASAP90 conference we curated on behalf of RTI in September 2018. The conference will bring together key media leaders from across the Asia region and beyond and we have started to plan this important event that is likely to be opened by President Tsai Ing-wen.

We are also exploring with Pyramedia, one of our Members based in Abu Dhabi, a major event in the UAE during 2020.

The aim of all AIB events, whether held in conjunction with a Member or initiated solely by the AIB, is to bring something new to the debates that take place and to help all attendees gain fresh and valuable insights. We've been highly successful in achieving this in every event that the AIB has organised in the past quarter century and we look forward to this continuing in 2020 and beyond.

MEMBERSHIP GROWTH

The AIB's Membership continued to grow in 2019. We welcomed broadcasters and providers of services to the broadcasting industry, including:

Prasar Bharati, India's public service broadcasting networks of All India Radio and Doordarshan
CBC/Radio-Canada, Canada's

public service broadcaster

Shure, the US-headquartered manufacturer of microphones and other professional audio equipment

ViewMedia, a UK-based playout and transmission company

We will continue to develop our Membership base in 2020. Clearly, growing membership also means we have greater influence as an organisation. At present, the combined audience of all AIB Members measures well over one billion people.

GOVERNANCE

The AIB has a six-person Executive Committee whose members are elected for a two-year term. Currently, the Executive Committee is comprised of:

Abdulla AlNajjar, Executive Director, Al Jazeera Media Network [Chair]; **Simon Kendall**, BBC World Service; **Naomi Kerbel**, Bloomberg; **John Maguire**, Director of International Relations, France Médias Monde [Deputy Chair]; **Zahra Nedjbat**, DW (who succeeded Klaus Bergmann who retired from DW in October 2019); **Alexey Nikolov**, RT

Elections to the Executive Committee for the next two-year term, 2020-2022, will take place in

Q1 2020.

The AIB Secretariat is based in the UK, south of London. Here, the AIB's small team runs the day-to-day operations of the Association. Additional staff are based in other UK locations and in Switzerland.

