



AIB

Association for International Broadcasting

A GUIDE TO MEMBERSHIP

The Association for International Broadcasting is the only global alliance of media companies that deliver, or support the delivery of, cross-border and multi-platform international broadcasting.

The AIB's mission is to support, sustain, promote and protect its Members, wherever they are in the world, via a range of specialist services.

The Association was formed to support organisations that face unique challenges by virtue of their remit to broadcast to and publish in multiple global jurisdictions and cultures. Today, thanks to the rapid developments in distribution and accessibility to content, this includes almost every domestic broadcaster since their services have become available to international audiences.

Our Members operate television, radio and online services in multiple languages that, every week, reach well in excess of one billion people in almost every country on the planet.

We help our Members to collaborate, and to innovate.

We help our Members to solve problems.

We help our Members to tell their stories.

We draw on 25 years of knowledge gathering, intelligence sharing and understanding in the international media market to deliver outstanding support to our Members.

The Association's work is entirely centred on, and devoted to, the needs of our Members.

This booklet is designed to explain the Association's work and how membership will benefit you and your organisation.



INFLUENCING POLICY



The Association for International Broadcasting has helped Members on a wide range of issues over the past 25 years.

Our work programme is active in areas as diverse as Pay-TV regulations, media freedom, spectrum, safety & security and funding in order to ensure that our Members' voices are heard by policy-makers across multiple geographies.

We respond to our Members' needs on key issues that affect them individually or collectively. We help our Members to communicate with those who make major decisions and we assist in positively influencing outcomes.

We monitor media markets internationally to ensure that our Members know when issues of concern arise so that the appropriate response can be formulated, either directly by a Member organisation, or through the Association.

As an influential international organisation representing so many media companies, the voice and the views of the Association are respected by decision-makers globally. We talk to key influencers and policy makers – such as politicians and regulators – to ensure that our Members' views are respected and included in decision-making or legislative processes.



GLOBAL COLLABORATION

The Association for International Broadcasting is inclusive and outward-looking. We seek to collaborate and co-operate with organisations where our Members will benefit from the exchange of information and sharing of knowledge.

We work closely with the European Broadcasting Union (EBU) on, for example, the implementation of the dotRadio top level domain, chairing the World dotRadio Advisory Board (WRAB).

We work closely with organisations such as the North American Broadcasting Association (NABA) on key strategic issues such as cyber security.

We benefit from reciprocal membership of the Asia-Pacific Broadcasting Union (ABU), the Digital Production Partnership (DPP) and the International Association of Broadcast Manufacturers (IABM).

We work with select commercial organisations to deliver additional benefits to our Members, such as speaking opportunities at third-party conferences, or discounts on key events.

We also work closely with many of the key regulators on current issues that affect our members such as Brexit, licensing, trade regulation and spectrum allocation.

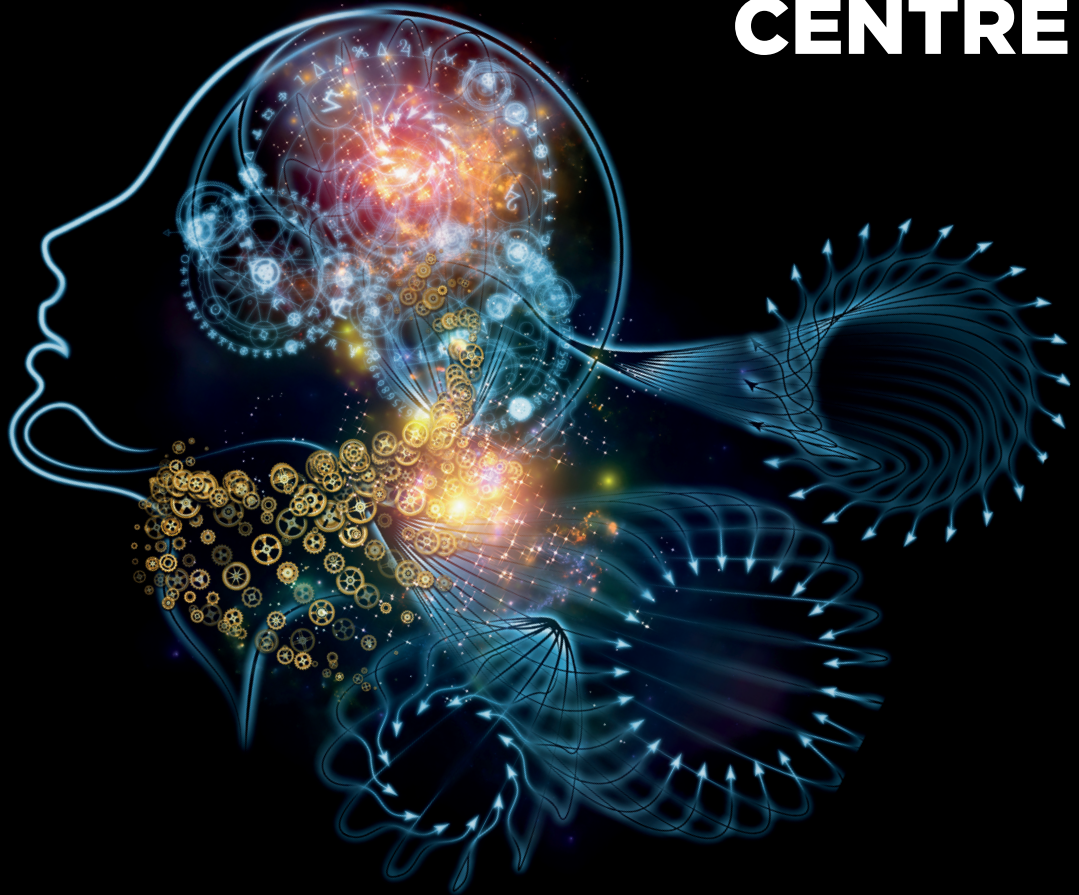
The Association for International Broadcasting has been gathering intelligence and monitoring developments in global media for more than a quarter of a century.

We have an unrivalled database of contacts that our Members are able to draw upon, covering media executives, editors, journalists, producers, distributors, regulators and parliamentarians in over 100 markets globally.

We have built an extensive body of information and knowledge about global media which Members can call on to develop strategies or to understand markets.

We are constantly adding to the intelligence that Members can access as part of their membership benefits.

KNOWLEDGE CENTRE



PROMOTION

The Association for International Broadcasting has global reach through its publications and online presence.

More than 27,000 media leaders in over 150 territories receive our briefings that report on the activities of our Members and provide insight into developments across the wider media industry.



Our main website, www.aib.org.uk, is visited by people on every continent each week. Our Members have the opportunity to share their latest news with our global audience, and to publish profiles of their businesses on the website.

Our proactive promotional work supports Members and offers them a route to reach opinion-leaders in multiple markets.





WORKING GROUPS

The Association for International Broadcasting uses Working Groups to help members address their key strategic business, managerial and operational issues.

These Groups allow our Members to take part in discussion and debate with colleagues from other organisations on a

Cyber Security

Providing a confidential forum to exchange knowledge about threats and about strategies to protect businesses from the effects of cyber-attack. The Group also works to raise awareness of the issue of cyber security among vendors and suppliers.

Sustainability

Providing a forum to exchange information on issues surrounding sustainability. This Group shares knowledge on sustainability from a corporate social responsibility angle and from the position of increasing audience awareness of issues around sustainability and the wider SDGs.

range of issues that are central to their businesses.

The output of the Groups helps to build consensus among Members on key subjects and helps inform future strategies in Member organisations. Each Group has a chairman elected from the membership to direct its work.

Audience Research

Providing a forum to exchange best practice in audience research within the international broadcasting industry, responding to the needs of publicly-funded and commercial companies. The Group continually examines opportunities to reduce costs of audience measurement.

Regulatory and Legal

Providing a forum to exchange information on key regulatory issues as they arise, and to develop responses from the Association, supporting individual Members' efforts to influence policy decisions.



CELEBRATING SUCCESS



The Association for International Broadcasting celebrates success in factual productions across television, radio and online through our publications and primarily our annual production awards, The *AIBs*.

For the past 13 years, the *AIBs* have rewarded programme makers and story-tellers on every continent. Today, the *AIBs* are highly respected, globally recognised and greatly coveted.

Our judges include highly qualified media practitioners throughout the world, reflecting the truly international nature of this important competition: commissioners, editors, producers, journalists and reviewers.

The *AIBs* winners are those at the pinnacle of factual programme-making who come together for a gala event in London each November – a highlight of the international media calendar. Here, participants not only celebrate their success, they share knowledge, experience and information with colleagues from around the world as part of our work to help support the growth of factual story-telling in markets globally.

We are told repeatedly that the sharing of knowledge and experiences between international colleagues through the *AIBs* is unique and incredibly valuable.

The Association for International Broadcasting works to bring people in the media industry together, and to share expertise, knowledge and concerns with colleagues and with a wide range of observers, commentators, regulators and parliamentarians.

We provide platforms for the discussion of key industry topics that are relevant to our Members wherever they may be in the world.

We organise large-scale conferences and private networking events, as occasion demands.

The agenda for all our events is driven by the Members, responding to their needs and requirements.

EVENTS, CONFERENCES AND NETWORKING





GOVERNANCE & MANAGEMENT

The day-to-day work of the Association for International Broadcasting is carried out by a small Secretariat unit headed by the Chief Executive. Based in an office in rural Kent, south-east of London, the Secretariat serves the Members, providing the services outlined in this booklet.

In addition to the permanent Secretariat, we have a part-time representative in New Delhi who supports us in South Asia.

Governance rests with our Executive Committee, consisting of six people elected by the Members for a two-year

term of office. The Executive Committee meets formally four times a year and has ad hoc conversations at other times as occasion demands. The Executive Committee receives reports from the Secretariat and the chairmen of all Working Groups and helps to set out the Association's overall work programme and provide advice and guidance to the Secretariat.

Our governance structure forms an integral part of the way in which the Association delivers its objectives and its strategy.



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