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# Press Release

## Cameroon Radio Television joins the AIB

London, 18 March 2014

The Association for International Broadcasting (AIB) has welcomed Cameroon Radio Television (CRTV) as its latest Gold member. CRTV's membership is a significant step in the AIB's involvement in Africa, as the continent looks to develop its expertise and exploit the opportunities brought about by changes in broadcasting technology.

'We are delighted that Cameroon Radio Television has decided to join the AIB, adding to our existing African membership,' said Simon Spanswick, CEO of the AIB. 'There are immense challenges in reaching dispersed and diverse communities via broadcasting in Africa. However, the rapid economic growth of the continent and the use of new technologies, especially developments in mobile, present innovative ways to reach wider audiences and build trusted services. CRTV represent an important voice in west Central Africa and we look forward to working with the whole team in Yaoundé as they develop their services and extend their reputation. AIB and its other members will extend assistance to CRTV as it develops its future strategy.'



'We at the CRTV cannot wait to start contributing to, and benefiting from the AIB's comprehensive global knowledge of the international media industry', said Amadou Vamoulke, director general of CRTV. 'We look forward to working with the AIB for the furtherance of international broadcasting.'

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### About Cameroon Radio Television

CRTV is Cameroon's national state-funded broadcaster, operating television and radio services with programming in French and English since its formation in 1987. Its Director-General since 2005 is Amadou Vamoulke. The company aims to be a leader at the national level, competitive at the international level, a provider of programs that meet the expectations of the audience and a consolidator of social cohesion in the country. For more information, visit <http://www.crtv.cm>

### About AIB

Established in 1993, the Association for International Broadcasting | AIB is a non-profit, non-government, industry association founded in 1993 to represent, promote and assist its members. It currently has a membership of over 50 companies in around 30 countries, including major broadcasters serving audiences of hundreds of millions of people each week.

With a reach of over 26,000 communicators and media professionals, AIB is a unique centre of information about international broadcasting, covering TV, radio, online and mobile. AIB researches regular [market intelligence briefings](#) for its members and provides [client-specific consultancy and project support](#). Members receive an extensive package of services throughout the year. AIB publishes the comprehensive [AIB Global Broadcasting Sourcebook](#) and the international media magazine, [The Channel](#). AIB hosts the annual [AIB International Media Excellence Awards – the "AIBs"](#). For more information, visit [www.aib.org.uk](http://www.aib.org.uk) and [theaibs.tv](http://theaibs.tv) or call +44 (0) 20 7993 2557