

AIB and you

AIB | THE GLOBAL MEDIA INDUSTRY ASSOCIATION AND KNOWLEDGE NETWORK



**AIB | making sense of the global media
industry for over two decades**
Take advantage of AIB's knowledge and services



A WORLD OF MEMBERS







INTRODUCING AIB

AIB is the global knowledge network for the international broadcasting industry - cross-media, cross-border and cross-cultural. Founded in 1993, AIB has developed into a **unique centre of knowledge and information** about media globally.

AIB researches regular **market intelligence briefings** that provide its members with exclusive, high-value strategic analysis of developments across television, radio, online and mobile media.

AIB publishes the *Global Broadcasting Sourcebook* and the international media magazine, *The Channel*.

With its print publications

and extensive database, the **AIB's combined reach** is well over 26,000 in broadcasting and related sectors worldwide.

AIB hosts the annual **AIB Media Excellence Awards**. These independent, non-commercial awards celebrate excellence in broadcasting, and are judged by a global panel of industry experts.

SPORT AND EVENTS

AIB is developing a strategy to support its growing global membership in the area of sports broadcasting. Under Head of Sport John Barton, AIB is working to deliver sports rights to its members and to help them develop and enhance production skills in coverage of live sports events.

In 2015, AIB will host its **Global Media Summit** in London on 18 and 19 February. This event will discuss key issues surrounding the media industry worldwide. Delegates will be directors-general, CEOs and other board level executives from media companies worldwide. Also in 2015, AIB will hold regional meetings for its Members and the wider industry, starting with Africa and the Middle East in the middle of the year. This will build on the outstanding



success of our one-day *Africa's Digital Media Future* conference organised in London in partnership with Channels TV in May 2014 (below left).

AIB regularly supports key industry events - at MIPCOM in October 2014, AIB contributed to an innovative day that brought together channels and platforms to explore what each wants from the other - a warts and all discussion on the issues of channel distribution.

SERVING THE INDUSTRY

AIB works to represent members and, where necessary and appropriate, lobbies on their behalf. We have worked on issues such as the jamming of English-language radio broadcasts in China and pay-TV regulations in Vietnam. We work to raise awareness of issues and to lobby for change when this is needed by our members. With a wide range of contacts in media regulatory authorities in many markets, AIB is well placed to negotiate on behalf of its members.

One such piece of work underway at present concerns plans to reallocate - or to introduce sharing - of the C-band frequency spectrum used by broadcasters to reach audiences in many parts of the world. AIB

is collating data and compiling a report that demonstrates the harm to free-to-air and pay-TV services should the changes be approved at the international regulatory conference WRC '15.

GOVERNANCE

AIB governance is provided by its Executive Committee, a six-person team that holds office for a two-year term. It meets regularly to help set AIB's strategy and ensure that members' interests are looked after. The current ExCo comprises **Klaus Bergmann, DW** (Chairman); **Simon Kendall, BBC Global News**;

Abubakar Jijiwa, Voice of Nigeria; **John Maguire, France Médias Monde**; **Anastasia Ellis, Bloomberg** and **Margarita Simonyan, RT**.

The AIB's management team is led by CEO **Simon Spanswick**, while activities in the Asia-Pacific region are headed by **John Barton** Director, Asia and Head of Sport. **Les Murray**, Head of Sport at SBS in Australia, is an advisor to AIB in Asia. In South Asia, **Amitabh Srivastava** is regional head. In London, **Roger Stone** and **Edward Wilkinson** run AIB's Business Development work. **Clare Dance** looks after the office and the annual AIBs. ■



AIB's Ex Co - top row from left: Klaus Bergmann - DW; Anastasia Ellis - Bloomberg; Abubakar Jijiwa - VoN; second row from left: John Maguire - FMM; Margarita Simonyan - RT; Simon Kendall - BBC

Share

AIB membership is open to organisations involved in broadcasting and cross-platform media and companies that provide services to the media industry. AIB membership is global and includes major TV and radio broadcasters, news agencies, satellite operators, transmission companies, regulators, research institutes, service providers and manufacturers.

Members receive an extensive package of benefits and services throughout the year. We work closely with our members to provide services that deliver extensive value.

For many members, the AIB's most valuable role is that of facilitating board-level contacts, exchanging information and doing business. Private networking events and high-level industry fact-finding missions give AIB members an insight into the strategies of leading players in media worldwide.

The regular AIB market intelligence briefings keep AIB members one step ahead of the competition. ■

Inform

With the broadcasting and media environments and their related technology changing at an ever-faster pace, companies face challenging decisions about future strategies. It is vital to make those long-term decisions from an informed, knowledgeable position.

This is where AIB's market intelligence and consulting service, with its broad base of expertise and comprehensive first-hand understanding of today's media, comes in. AIB provides client-specific consultancy and project support, working closely with clients to provide solutions, strategies and advice that deliver impact quickly and effectively.

Through research and personal contacts, AIB provides extensive contact information across the international media industry. The *AIB Global Broadcasting Sourcebook* (in print and PDF editions) is a unique directory of more than 12,000 key contacts in 1,500+ companies in media globally, with updates throughout the year. ■

Promote

AIB is in regular contact with more than 26,000 opinion-formers and decision-makers: executives, producers, editors, technologists, journalists, regulators and consultants in media companies globally.

The AIB e-newsletter is regarded as a key industry briefing, regularly opened by more than 4,000 people within 30 minutes of its dispatch.

The Channel, the AIB's international media magazine, has a print subscriber base of over 6,500 with additional distribution at key industry events. The online edition is available to an even larger audience, and brands and companies use AIB marketing effectively to reach their target audiences, with key messages communicated direct to people's desks and in-boxes.

Add to this the annual AIBs, the international media excellence awards which have a global impact and you will see why companies large and small like Ruptly, Al Jazeera, France 24, Eurosport, Arabsat, Eutelsat and Bloomberg repeatedly use AIB marketing platforms. ■



Reward

Inaugurated in 2005, the AIB international media excellence awards - known as the *AIBs* - are a celebration of success in factual programming in TV, radio and cross-platform media, plus marketing and technology.

The *AIBs* offer both peer and external review of entries and remain completely independent of commercial influence.

Highly respected in the international TV and radio industry, the 2014 *AIBs* have attracted a record number of entries. Companies recognise that winning an *AIB* is an important - and rare - accolade.

Judging of the *AIBs* is handled by a carefully-picked international panel, drawing on an extraordinary range of expertise in global media. Our 2014 awards evening took place in London, attended by senior executives, presenters, editors, journalists and producers from broadcasting companies worldwide.

Inaugural sponsor of the *AIBs* 2014:



Sport

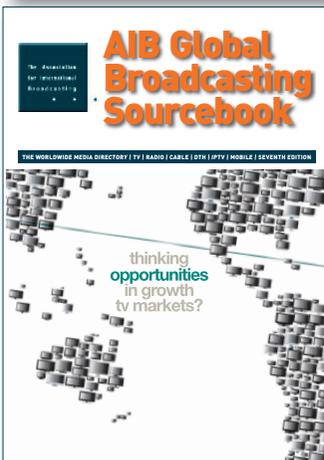
AIB is increasing its work in sport broadcasting to support its members in areas including the acquisition of rights, production training and more.

Sport television is growing in almost every market in the world and AIB is drawing on its two decades of work in factual broadcasting to develop a new sport division that will have the sole task of assisting its members.

John Barton is heading up AIB's work in sport, bringing to AIB members his extensive experience as a producer of live sport coverage on television and radio, as well as his wide ranging contacts within key sporting properties and rights owners.

Les Murray, head of sport at Australia's SBS, is advising the AIB sport division to help AIB's members gain a competitive advantage as they develop their portfolios of sport broadcasting.

Activities will include negotiation of sports rights for members, production training, information exchange and global networking. ■



Contact

From its headquarters just south of London in the United Kingdom, AIB carries out its work for its global membership.

The UK headquarters are supported by offices in Kuala Lumpur and New Delhi, with other representatives in different geographic territories supplying relevant local intelligence on developments in the media.

Feel free to contact either the AIB's head office or one of the regional offices to explore membership or to discuss opportunities for increasing your brand awareness among AIB members and the wider media industry worldwide. ■



AIB

Association for International Broadcasting

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Global Media Summit
18-19 February 2015
www.aib.org.uk/join-us-at-iambroadcaster