

AIB SHARING

Membership of the AIB will help your business

AIB INFORMING

Global media companies rely on AIB for advice - you can, too

AIB MARKETING

AIB reaches 25,000+ targeted media leaders globally

AIB Global reach, global marketing

THE ASSOCIATION FOR INTERNATIONAL BROADCASTING



Introducing AIB, the knowledge network
Empowering the media industry since 1993

The Association
for International
Broadcasting

ATA GLANCE

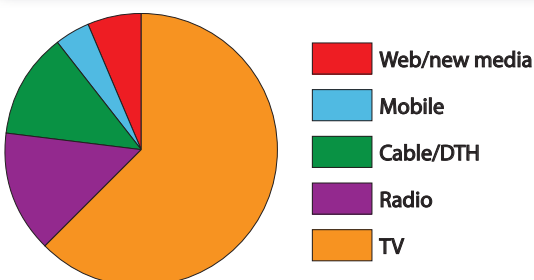
About AIB

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.

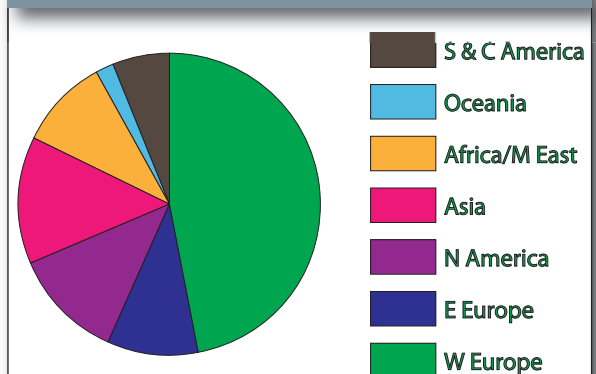
AIB knowledge database

- 26,000 executives and growing
- 160+ countries
- Sectors include
TV | radio | cross-media | satellite mobile | cable | DTH | IPTV |
independents | parliamentarians | regulators | broadcast unions

AIB knowledge database by industry



AIB knowledge database by region



The AIBs international media awards

- Established in 2005
- Entries from every continent
- Rewards factual TV, radio and cross-media programming
- Technology and marketing awards

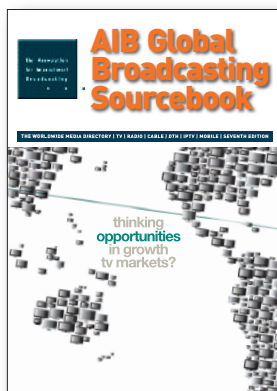
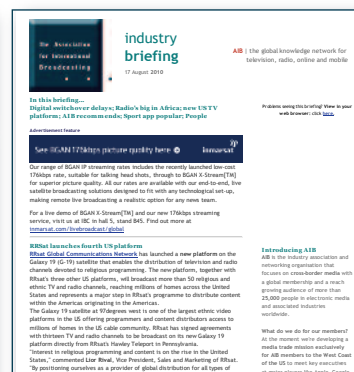


The Channel AIB's international media magazine

- 6,500+ print subscribers
- 26,000+ have access to the digital edition
- Top-quality, carefully-researched editorial
- Added-value distribution at key media events globally

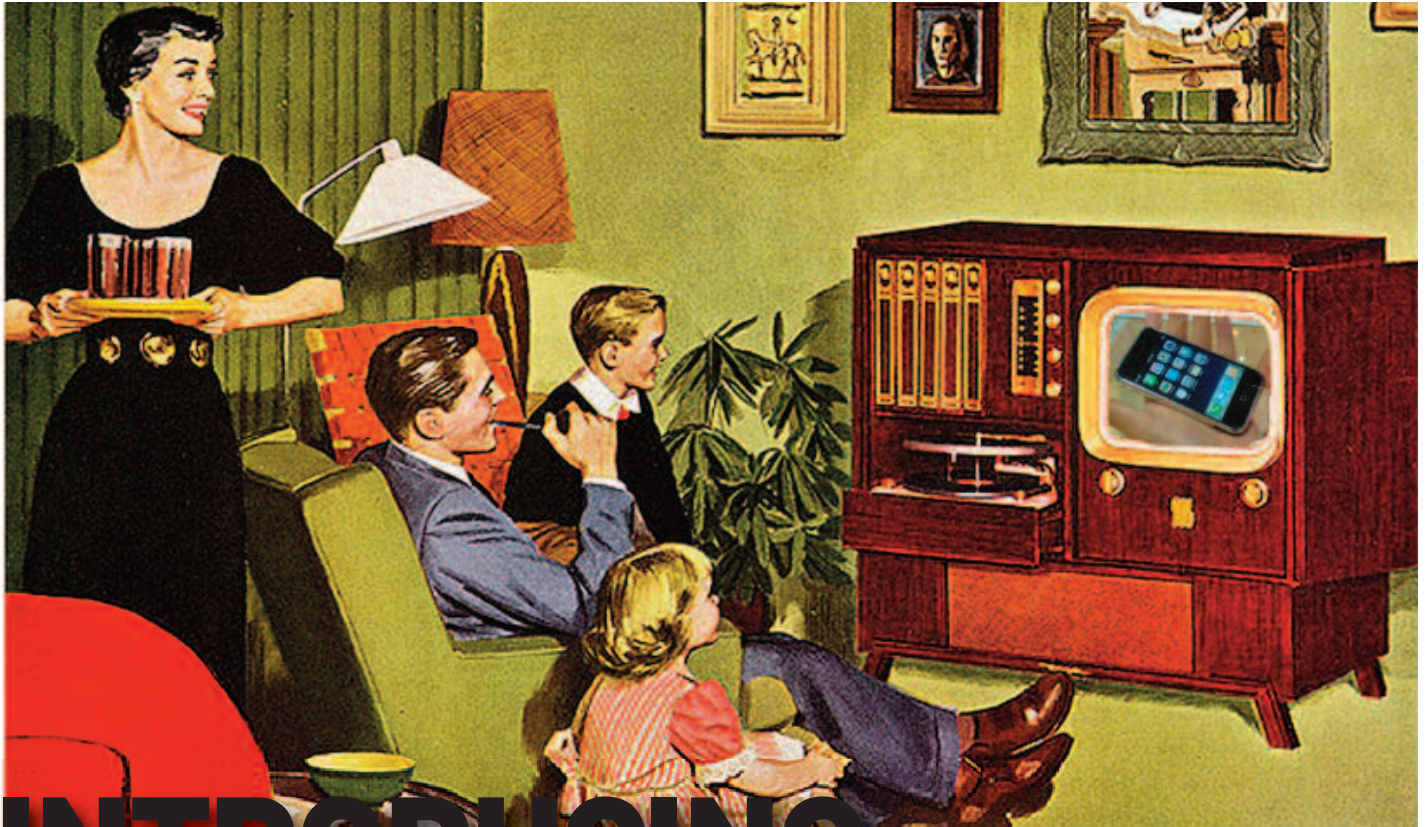
AIB e-news briefing

- Reaches 26,000+ executives in 160+ countries
- Published at least monthly
- Insightful analysis and detailed news coverage



AIB Global Broadcasting Sourcebook

- Comprehensive international media directory covering TV, radio, cable, DT, IPTV and mobile
- Key reference tool for senior executives in broadcasting and media companies worldwide
- Supplied to all AIB members and sold to customers around the world
- Print and PDF editions with year-round updates



INTRODUCING AIB

AIB is the global knowledge network for the international broadcasting industry - cross-media, cross-border and cross-cultural.

Founded in 1993, AIB is now a unique centre of information about international broadcasting.

AIB researches regular market intelligence briefings that provide strategic analysis of developments across television, radio, online and mobile media.

AIB provides client-specific consultancy and project support to clients such as Discovery Communications, AP and ABC.

AIB publishes the comprehensive *AIB 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 25,000 in broadcasting and related sectors worldwide.

AIB hosts the annual AIB Media Excellence Awards. These are independent, non-commercial awards to celebrate excellence in broadcasting, judged by an international panel of industry experts. In 2012, the AIBs attracted a record number of entries.

SHARING

AIB membership is open to organisations involved in broadcasting and cross-platform media and companies that provide services to the media industry. AIB

“
AIB is much more than just a publisher - it is a global knowledge network of media executives
”

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, with Platinum and Gold membership receiving an exceptional level of support.

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.

Regular AIB market intelligence briefings keep AIB members one step ahead of the competition.

INFORMING

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 10,500 key contacts in 2,000+ companies in media globally, with updates throughout the year.

MARKETING

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, 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. The online edition is made available to over 26,000 people, 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 Inmarsat, CET Teleport, Al Jazeera, France 24, ADB, Eurosport, Broadcast Bionics and Bloomberg Television make use of AIB marketing time and time again.

LEADING

AIB is staffed by people with extensive first-hand knowledge of, and practical experience in,

▲ **Main picture:** Simon Spanswick (left) chairs a session with Maurice Newman, ABC Chairman; **Top left:** Winners at the 2012 AIBs; **Bottom left:** AIB makes sense of all this

international TV, radio and cross-platform media.

With many years of experience, the AIB team is able to relate directly to broadcasters and media companies, understanding their needs and their concerns in the rapidly changing media marketplace.

For example, AIB CEO Simon Spanswick is an accomplished journalist, broadcaster and media executive who has worked in both the public service and commercial broadcasting sectors.

He has an in-depth understanding of international media and has worked on a range of major innovative projects in the UK and abroad.

Spanswick regularly contributes to trade and consumer press, discussing and exploring current developments in the industry, and is frequently invited to present keynotes at major international media conferences. He is also in demand as a moderator of media conferences, drawing on his personal experiences of journalism and production as well as strategic management in media companies.

As a whole, the AIB team is able to provide a tremendous range of abilities and skills to AIB members, advertisers and sponsors. ■

“ Companies large and small use AIB marketing effectively to reach their target audiences ”

The Association for International Broadcasting

industry briefing
17 August 2010

AIB | the global knowledge network for television, radio, online and mobile

In this briefing...
Digital switchover delays; Radio's big in Africa; new US TV platform; AIB recession ends; Sport app popular; People

Problems using this briefing? View in your web browser: [click here](#)

Advertisement feature

See BGAN 176kpbs picture quality here inmarsat

Our range of BGAN IP streaming rates includes the recently launched low-cost 176kpbs rate, suitable for talking head shots, through to BGAN X-Stream™ for superior picture quality. All our rates are available with our end-to-end, live satellite broadcasting solutions designed to fit with any technological set-up, making remote live broadcasting a realistic option for any news team.

For a live demo of BGAN X-Stream™ and our new 176kpbs streaming service, visit us at IBC in hall 5, stand 945. Find out more at inmarsat.com/livebroadcast/global

RRsat launches fourth US platform
RRsat Global Communications Network has launched a new platform on the Galaxy 19 (G-19) satellite that enables the distribution of television and radio channels devoted to religious programming. The new platform, together with RRsat's three other US platforms, will broadcast more than 50 religious and ethnic TV and radio channels, reaching millions of homes across the United States and represents a major step in RRsat's programme to distribute content within the Americas originating in the Americas.

The Galaxy 19 satellite at 97degrees west is one of the largest ethnic video platforms in the US offering programmers and content distributors access to millions of homes in the US cable community. RRsat has signed agreements with thirteen TV and radio channels to be broadcast on its new Galaxy 19 platform directly from RRsat's Hawley Teleport in Pennsylvania.

"Interest in religious programming and content is on the rise in the United States," commented Lior Rival, Vice President, Sales and Marketing of RRsat. "By positioning ourselves as a provider of global distribution for all types of religious content, we believe we can further penetrate this important market and become a leading distribution solution for this programming."

Read an interview with Lior Rival in the new edition of the AIB's international media magazine, *The Channel*, to be published on 20 August. Subscribe [here](#).

Introducing AIB
AIB is the industry association and networking organisation that focuses on cross-border media with a global membership and a reach growing audience of more than 25,000 people in electronic media and associated industries worldwide.

What do we do for our members?
At the moment we're developing a media trade mission exclusively for AIB members to the West Coast of the US to meet key executives at major players like Apple, Google, Twitter and Facebook to ensure AIB members are at the heart of strategic thinking in these highly influential companies.



AIB E-NEWS

DELIVERING INDUSTRY NEWS DIRECT TO INDUSTRY LEADERS

AIB is renowned as an impartial, accurate provider of news and information to the world's media companies. Key executives rely on AIB's analysis and reporting to keep them up-to-date with developments in the global TV, radio and cross-media industries.

Since 2000, AIB has been developing its e-news briefings for subscribers around the world and today AIB delivers its e-news briefing to the desktops and smartphones of more than 25,000 people in the industry worldwide.

BROADCAST TO SOCIAL MEDIA

From Australia's ABC to Zambia's ZBC, Endemol to Shine Group, Facebook to Twitter, Yahoo! to Google, AIB's e-news briefings reach the top people in the industry, helping to share ideas across borders and across industry sectors.

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

Companies that want to reach opinion-formers and budget holders on the move and in the office use the AIB e-news briefing to reinforce brand awareness and promote

“
AIB e-news shares ideas and knowledge across borders and industry sectors
”

products and services.

PACKAGING E-NEWS AND PRINT

Advertisers have the option to combine print and e-newsletter advertising in a package that ensures that their brands and key messages are unmissable.

AIB's sales team will be happy to discuss the opportunities to deliver the best possible value for you, using either the AIB e-newsletter on its own or in conjunction with AIB's international print magazine, *The Channel*, and the annual AIBs, the international media excellence awards. ■

AIB E-NEWSLETTER TYPICAL SUBSCRIBER JOB TITLES

Chief Executive
 Managing Director
 Chief Technology Officer
 Director of Strategy
 Chief Engineer
 Chief Information Officer
 Director of News
 Director of Technology
 Chief Programming Officer
 Editor-in-Chief
 Director General
 Programming Director
 Technical Director
 Strategy and Development
 Director
 Director, Television
 Head of News
 Head of Sport
 Head, TV Technology
 New Media Director
 Controller, Technology
 Director, Radio
 Head, Digital Strategy
 Executive Director
 Chief Operating Officer
 Head, Post Production
 Director, Internet Stations
 EVP, Programming
 EVP, Technology
 Engineering Manager
 Head of Studios
 Head of New Media Department
 VP, Content
 VP TV Products
 Director, Research
 Executive Director, Distribution
 Head of Business Development
 Broadcast and Production
 Operations Manager
 Head of Outside Broadcasts
 Director, Regional Studios
 VP, Global Media
 Multimedia Services Director
 Head of Graphics
 VP Operations and Engineering
 SVP Content
 Head of Technology, TV News
 VP Digital Media
 Director, Vision
 VP Interactive and New
 Technologies
 VP Broadcast Engineering
 EVP Satellite and Transmission
 Managing Editor
 Head of Newsgathering
 VP Production

AIB e-news briefing key benefits

- Reaches 26,000 executives in 160+ countries
- Published at least monthly
- Insightful analysis and detailed news coverage
- Banner advertising including 100-word editorial from £495

RATE CARD

Advertising is available in every edition of the AIB e-newsletter, currently published every three weeks.

AIB accepts JPGs or GIFs, including animated GIFs, for banner advertising. Standard specification for banners is 468x60 pixels. Alternative sizes are available on request. File sizes should be limited to 100kB.

In addition to the banner, advertisers receive a 100-word allocation for their text copy to support the banner and provide additional context for the advertiser and brand.

BANNER ADVERTISEMENTS	Price
Single edition	£495
Three edition series	£1,300
Six edition series	£2,400

AIB members receive a discount on all advertising rates

The Association for International Broadcasting

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The Channel is the media industry's only international magazine that covers all areas of broadcasting. From strategy to technology, programming to distribution, journalism to production, management to regulation. It's an essential read for senior executives, technologists, producers, editors and journalists in broadcasting companies throughout the world. Readers say that *The Channel* is accessible, useful and informed. With more than a decade of publishing experience, the AIB's international media magazine has established itself as a major title in the sector

THE CHANNEL

YOUR KEY ROUTE TO REACH DECISION-MAKERS IN BROADCASTING AND GLOBAL MEDIA

At the end of Q4 2012, more than 6,500 people had live, personal subscriptions to the print edition of the AIB's international media magazine, *The Channel*.

The Channel's subscribers are in every continent, with the greatest readership in Europe, followed by the Americas, Asia and the Middle East.

The subscription base continues to grow as the AIB's reach increases in broadcasting organisations and media houses throughout the world.

Through a number of strategic partnerships, *The Channel* is also

distributed at key industry events, helping to spread both our editorial content and the messages of our advertisers.

For example, during 2013 *The Channel* will be available at Mobile World Congress in Barcelona, the Al Jazeera Forum in Doha, the FT Digital Media Conference in London, IBC in Amsterdam, the ABU General Assembly in Asia, NewsXchange in Morocco while additional selected events will be added during the year.

After each event, the subscriber base increases as key executives decide to have *The Channel* delivered straight to their desk.

“ Executives gain a wide-ranging briefing on media worldwide through *The Channel* ”

EDITORIAL

Accessible, useful, informative - three adjectives that subscribers apply to *The Channel*.

Providing essential and relevant insight into the broadcasting industry at national, regional and international levels, *The Channel* provides news, features, comment and analysis.

Interviews with leading industry experts on developments in their companies and the wider industry are a key feature of the magazine.

As *The Channel* is published by the AIB - the cross-media, cross-border knowledge network for the international broadcasting industry

The Channel subscribers by industry sector

Sector	Percentage
Broadcaster	55.5%
Service Provider	13.2%
Manufacturer	9.2%
Unions/Organisations	4.0%
Mobile	4.0%
Satellite Operator	2.7%
New Media	2.6%
Journalists	1.9%
Government/Regulators	1.8%
Network Operators	1.4%
Financial	1.1%
Education	0.9%
Cable Network	0.8%
Analyst	0.4%

The Channel key benefits

- 6,500+ print subscribers
- 26,000+ have access to the digital page-turning edition
- Extensive additional distribution at major industry conferences
- Top-quality, well-researched editorial
- Competitive advertising rates with full page display from £1,500

- there is no other publication with the same top-level access to decision-makers in broadcasting worldwide.

All the AIB's key editorial staff have worked in senior positions in broadcasting. Their experience is reflected in the high-quality and relevant editorial content of the magazine.

DIGITAL EDITION

AIB recognises that the way people in the industry want to consume magazines like The Channel is changing. That's why an online digital page-turning edition of the magazine was introduced in 2009.

The digital edition is available to the entire database of AIB e-news subscribers, increasing the potential readership of the magazine to well over 20,000 people.

Advertisers benefit from clickable links, driving traffic from

key decision-makers and budget holders in media houses worldwide to their web sites. These are key additional benefits and are delivered to advertisers at no extra cost.

PACKAGES

AIB is far more than the publisher of a magazine and can help brand owners with a whole range of opportunities to reach targeted individuals within the global media industry.

For example, AIB's regular e-news briefings are available for companies wishing to place banner advertising, or to sponsor a series of editions.

The AIBs, the international media excellence awards, are open for sponsorship bringing TV companies like Bloomberg Television and Eurosport together with major industry suppliers like ADB Global to reach out to the entire TV, radio and cross-platform media industry.

“
The digital page-turning edition increases the magazine's reach to well over 26,000 media executives
”

AIB can help you deliver your message through its high-quality products and we will be pleased to discuss how we can offer you the very best platform - or combination of platforms - for your key messages and brand exposure.

CALENDAR 2013

Issue 1 2013

Focus: Africa's media markets
Ad copy date 17 December 2012
Publication 15 January 2013
Added value distribution includes Mobile World Congress, Barcelona
Al Jazeera Forum
FT Digital Media Conference, London

Issue 2 2013

Focus: Sports broadcasting
Ad copy date 8 July 2013
Publication 1 August 2013
Added value distribution includes IBC 2012, Amsterdam

RATE CARD

Advertising is available throughout **The Channel**, including in premium positions. We also offer inserts, either for all copies or for targeted sections of our subscriber base (for example: copies sent to readers in the United States exclusively). The mailing carrier sheet can also be used for advertising messages - the AIB uses the full-colour carrier sheet to promote its activities and regularly achieves excellent response rates. We can also provide complete edition sponsorship, cover wraps and other innovative and attention-grabbing ideas to ensure that your message gets across. And new in 2011 is a classified section in **The Channel**



COST PER 4-COLOUR ADVERTISEMENT FOR SINGLE INSERTION

DISPLAY

	Price
DPS	£2,900
Full Page	£1,500
Half Page	£1,050
Quarter Page	£750
Complete edition sponsorship	£6,500

SPECIAL POSITIONS

	Price
Inside front cover	£1,750
Inside back cover	£1,600
Outside back cover	£1,900

INSERTS

	Price
Up to 20 grams	£1,555
Up to 50 grams	£2,365
Over 50 grams	on application

Series discounts are available
 Package rates for advertising within The Channel and the AIB's e-newsletter are also available

CLASSIFIED ADVERTISING

Single classified ad in one edition	£350
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DOUBLE-PAGE SPREAD bleed 426mm x 303mm	SINGLE PAGE bleed 216mm x 303mm
HALF PAGE HORIZONTAL 185mm x 135mm	HALF PAGE VERT 90mm x 270mm
QUARTER PAGE HORIZONTAL 185mm x 65mm	QUARTER PAGE VERTICAL 90mm x 135mm

AIB members receive a discount on all advertising rates



The Association for International Broadcasting

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INSPIRING CREATIVITY

The AIBs - the international media excellence awards - are a firm fixture in the global broadcasting industry's calendar of events. Inaugurated in 2005, the annual AIBs constantly attract an increasing number of quality entries in factual TV, radio and cross-media programming, plus technology and marketing from all over the world. And there is the opportunity for brands to become part of the annual contest

Everyone loves to be rewarded for their efforts and people working in the media industry are no exception. AIB introduced its international media excellence awards in 2005 to celebrate the very best in factual programming across TV, radio and cross-media broadcasting.

The AIBs have grown in their first



seven years into a major international competition that attracts entries from the world's leading broadcasters and independent producers.

With entries from every continent, the AIBs are a marvellous showcase for broadcasters to demonstrate to their peers and the wider industry just how good their output is.

IT'S TECH, TOO

The annual AIBs do not just reward the best in programming. AIB recognises that key to the success of broadcasting is the effective use of marketing to promote programming and channels to viewers and listeners, while technology is essential to lower costs for broadcasters and enable multi-platform distribution of content.

The AIBs have categories for the best marketing campaign and most innovative technology, with winners in the past few years from Europe, Asia and the Americas.

GLOBAL AWARENESS

Each year AIB promotes the awards to its global database of editors,

producers and journalists in more than 160 countries. With a dedicated mailshot including a detailed brochure, the aim is to ensure that programme makers have information about the year's categories in plenty of time to get their entries into the AIB's headquarters in the UK.

The direct mailshot is backed up by a number of special e-mail blasts to potential entrants as well as details of the awards in AIB's regular industry-wide e-mail briefings (see page 10).

REACHING 26,000 PEOPLE

This concerted marketing effort offers an unrivalled opportunity to companies that want to reach broadcasters in every continent and raise brand awareness or promote products.

With a reach in excess of 26,000 people, AIB offers a great platform to companies that need to talk to every level of the industry.

This is what has encouraged major companies like Bloomberg Television, ADB Global, Eurosport and 1GOAL to get involved in the annual AIBs as key sponsors and to

▲ **Above left** The remarkable Sri Lanka's Killing Fields was one of our winners in 2012

Above right Sabrina Arnold and Helen Stehli, winners at the 2011 AIBs;

Facing page top The 2012 AIBs lights up LSO St Luke's; **Facing page bottom** Our sponsors receive extensive brand exposure throughout the awards evening

benefit from more than nine months of constant brand exposure to the international media industry.

PEERS AND BEYOND

AIB annually recruits an international panel of independent judges drawn from the media industry in all parts of the world to review the short-listed entries to the annual AIBs.

AIB receives many requests from leading producers, commissioners and editors to join our global judging panel each year.

THE CELEBRATION

In November each year, AIB stages an evening of celebration that brings together senior executives, editors, programme makers and journalists, plus a number of special high-level guests.

The 2012 celebration took place in London and the event returned to the remarkable and stunning venue of LSO St Luke's, home of the London Symphony Orchestra.

Our host was Evgenia Altfeld, presenter/producer at Russian Travel Guide TV who joined a veritable hall-of-fame of figures



The AIBs key benefits

- Established in 2005
- Entries from every continent
- Rewards factual TV, radio and transmedia programming
- Technology and marketing awards
- Up to nine months brand exposure across AIB's print and online media for sponsors
- Sponsorship options from £4,800

from international broadcasting who have hosted the AIBs: Annabel Croft, Vanessa Mock, Mishal Hussein, Barbara Serra, Francine Lacqua and Mark Owen.

OUTSTANDING NETWORKING

In the informal and relaxed setting of the AIB gala, there is always plenty of time for networking among the many international guests. This comment from one guest is typical of the feedback to the evening: "I have rarely met so many interesting people at a single event, an outstanding cross-section of global talent.

"Willing to share their real experience of the key challenges right now, in dealing with the new opportunities opening up in all new forms of broadcasting and social media. The whole agenda was bang up to date."

Another programme maker told us: "The AIBs are intellectual and inspirational. I have never been to such a great awards evening."

THE OPPORTUNITIES

A comprehensive range of

partnership opportunities are available for companies wanting involvement in the highly prestigious and increasingly influential AIBs:

AWARDS PARTNERSHIP

A unique co-branding opportunity that delivers the maximum exposure and brand recognition for a company. The AIBs will be co-branded with the sponsor and promotional material will carry the sponsor's name and logo. A number of other high-value benefits will be delivered to the co-branding partner

CATEGORY SPONSORSHIP

Branding and logo on AIB web pages and in publicity before and after the awards evening, plus full page advertisement in the winners' brochure distributed on the awards evening and in the following edition of *The Channel*

CHAMPAGNE RECEPTION

Banners and plasma screens within the bar area; branding and logo on AIB web pages and in promotional material before and after the event; half-page advertisement in winners' brochure

PAST AIBs SPONSORS



MUSIC SPONSORSHIP

LSO St Luke's is a fabulous live music venue and performing arts centre. Make your mark by sponsoring live music during the evening and be seen as a supporter not only of the AIBs but as a supporter of live music

AFTER-PARTY

With an atmosphere of celebration the Awards after-party is the only place to be on 9 November. Comprehensive branding opportunities will be available during the party as well as in pre- and post-event publicity.

We already have extensive interest in the 2013 AIBs with companies keen to join major international brands that have been involved in past awards.

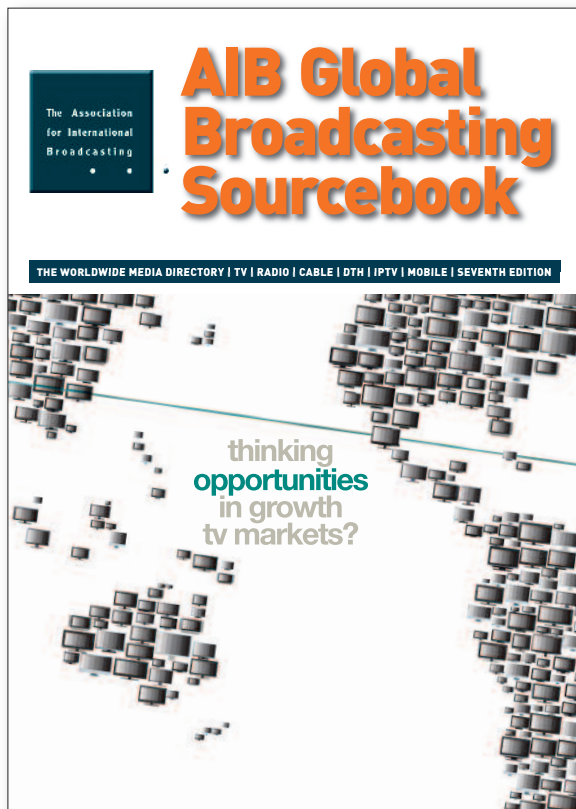
Now is the time to start planning your involvement in the 2013 media excellence awards. Talk to Edward Wilkinson about the opportunities and about tailoring the AIBs to your marketing imperatives - and demonstrate your commitment to and support of global TV, radio and cross-media broadcasting. ■

GLOBAL JUDGING PANEL

Daniel Adams, Head of International Content, Dailymotion, France | **Nashwa Al Ruwaini**, CEO, Pyramedia, UAE | **Salim Amin**, Chairman, A24 Media, Kenya | **David Astley**, Executive Chairman, Asia-Pacific Media Alliance for Social Awareness, Singapore | **Nigel Baker**, VP Business Operations EMEA and Asia, APTN, UK | **Wayne Borg**, Deputy CEO and COO, twofour54, UAE | **Julian Clover**, Editorial Director, Broadband TV News, UK | **Eugen Cojocariu**, Director, Radio Romania International, Romania | **Helle Dale**, Senior Fellow for Public Diplomacy, The Heritage Foundation, USA | **David Dufresne**, Writer/Director, Duflab, Canada | **Hosam El Sokkari**, Head of Audience, Yahoo! Middle East, UAE | **Mark Errington**, CEO, OASYS, UK | **Adelheid Feilcke-Tiemann**, Director International Relations, Deutsche Welle, Germany | **Monica Fritz**, Producer/Director, 6 news, Turkey | **Angela Fung**, Deputy Head Phoenix Chinese Channel, Phoenix Satellite TV, Hong Kong | **Regina Goh**, Executive Editor, Channel NewsAsia, Singapore | **Peter Goldstein**, Director of Communications, InterMedia, USA | **Mohamed Ali Harrath**, CEO, Islam Channel, UK | **Mondher Kalai**, Commissioning Executive, JCC, Qatar | **Kim Hyuk-dong**, Deputy Director, KBS World Radio, Korea | **François Laborie**, Chief Commercial Officer, Vizrt, Norway | **Paulo Markun**, Consultant, TV Escola, Brazil | **Chris Maroleng**, Africa Editor, e.tv, South Africa | **Michael McCluskey**, CEO, ABC Radio Australia, Australia | **Marcus Metzner**, Head of Marketing Services & Communication, arvato systems GmbH, Germany | **Olivier de Montchenu**, Commercial & Marketing Director, Euronews, France | **Dick van Motman**, President & CEO, DDB Greater China Group, PR China | **Alexey Nikolov**, Deputy Editor in Chief, RT Channel, Russia | **Ian O'Reilly**, Producer/Director, BBC News – TV, UK | **Nader Sh. Rad**, Director Programmes Department, PressTV, Iran | **Julia Ragona**, Chief Broadcast Operations Officer, RFE/RL, Czech Republic | **Dick Rempt**, CEO, TalentsMedia, The Netherlands | **Paul Robinson**, MD, KidsCo, UK | **Karim Sarkis**, Executive Director of Broadcast, Abu Dhabi Media Company, UAE | **Vatche Sarkisian**, Director of Research and Program Review, Middle East Broadcasting Networks, USA | **Danny Schechter**, Executive Producer, Globalvision, USA | **Simon Spanswick**, CEO, AIB, UK | **Fedor Strizhkov**, CEO, Russian Travel Guide TV, Russia | **David Treadway**, Managing Director, WRN Broadcast, UK | **Jeff Trimble**, Executive Director, Broadcasting Board of Governors, USA | **Laeed Zaghlami**, Journalist/Writer, Algeria

GLOBAL COVERAGE





The **Global Broadcasting Sourcebook** is the definitive reference for the international broadcasting industry. It is unique in the field of broadcasting directories as it is the only directory that covers TV, radio, cable, satellite, IPTV and mobile in a single volume. Expertly researched by the Association for International Broadcasting and Broadband TV News, the AIB Global Broadcasting Sourcebook is an essential daily reference tool for senior executives, technologists, producers, editors and journalists in broadcasting companies throughout the world

GLOBAL BROADCASTING SOURCEBOOK

In the people-centric world of broadcasting, accurate information is one of the pillars that the industry is built on. AIB started publishing a directory of broadcasting as a direct response to requests from inside the media industry: could the AIB please exploit its global contacts database and unique knowledge of TV, radio and emerging platforms and make this wealth of information available to a wider audience.

The AIB Global Broadcasting Sourcebook builds on the AIB's heritage of more than 17 years of

close involvement in international broadcasting. And AIB's partnership with Broadband TV News, the Cambridge-based provider of global intelligence about TV, cable and satellite, makes the Sourcebook even more comprehensive.

AIB HAS THE CONTEXT

Today, a great deal of information is available on the Internet. But it is disparate, not necessarily correct or complete, and the context is missing.

By contrast, the AIB Global Broadcasting Sourcebook is an intelligent tool to get you quickly to

“
This
media
sourcebook
provides
context
and
carefully
researched
business
intelligence
”

what you are looking for. Beyond the carefully researched company data, experts who have worked in the media industry for many years provide the context and the wider market picture. Feedback from users states time and time again that the Sourcebook has proved immensely useful in their business.

Essential, relevant, informative - these are the words AIB's customers have used to describe this reference publication.

The *Sourcebook* comprises a country-by-country section that includes all major broadcasters -

AIB Global Broadcasting Sourcebook key benefits

- Comprehensive international media directory covering TV, radio, cable, DT, IPTV and mobile
- Key reference tool for senior executives in broadcasting and media companies worldwide
- Print and PDF editions with year-round updates
- Customised versions to meet branding needs
- Enhanced entries at £475 and full page display advertisements from £2,100

RATE CARD

Advertising is available throughout the *Global Broadcasting Sourcebook* including in premium positions. AIB can also offer sponsorship of the entire Sourcebook which delivers branding on every page as well as other benefits, cover wraps and innovative and attention-grabbing ideas to ensure that your message gets across. The AIB sales and marketing team will be happy to discuss the opportunities with you

ENHANCED ENTRY

Boxed entry with logo and 200-word company description

Price [4-colour]

£475

DISPLAY ADVERTISEMENTS

Double-page spread
Outside back cover
Inside cover
Full page
Half page
Quarter page

Price [4-colour]

£3,900
£2,950
£2,590
£2,100
£1,250
£750

SPECIAL OPPORTUNITIES

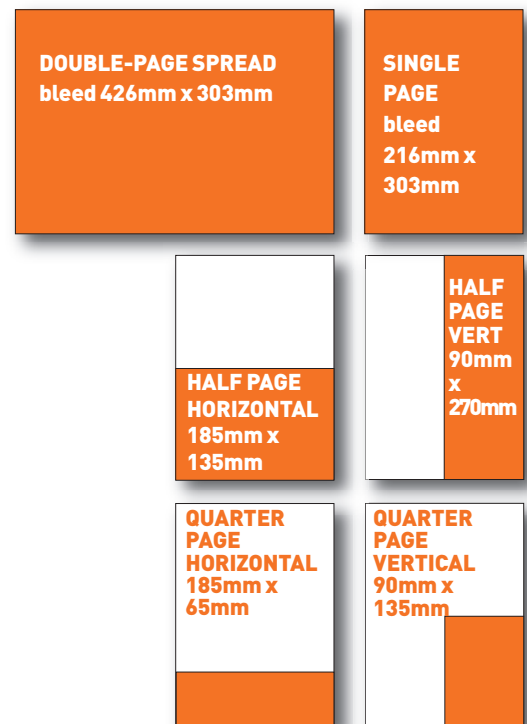
Cover wrap: customised outer cover with your design and branding price on application - quantity dependent
Bound-in bookmark price on application
Tabbed page with advertisement price on application
We are happy to discuss any other ideas you may have for your involvement in the Global Broadcasting Sourcebook.

CLASSIFIED ADVERTISING

Single classified ad

£475

AIB members receive a discount on all advertising rates



The Association for International Broadcasting

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United Kingdom

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Business Development Executive
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KNOWLEDGE NETWORK

AIB is the industry association for international TV, radio and cross-media broadcasting. Founded in 1993, it represents the interests of a worldwide membership which benefits from its global knowledge network and a range of exclusive, member-only services.

Contact us to find out how you can benefit.

It has never been more important to keep up-to-date with developments in the media industry and to understand what's going on and where trends will lead. That's where AIB, the global industry association and knowledge network, comes in.

Since it was founded in 1993 by a group of international broadcasting professionals, AIB has grown both in size and international standing. Today, with a growing global membership, AIB provides a range of special services tailored exclusively to its members.

For example, many members consider the provision of AIB's regular, member-only, market

AIB membership key benefits

- Grow your business by creating new partnerships, building effective supply chains and reaching more customers
- Strengthen your organisation by exploiting AIB's in-depth industry analysis and knowledge
- Enhance your reputation and brand in the international broadcasting world
- Strengthen the voice of the broadcasting industry to ensure that its views are well represented globally as well as in individual regions and countries

intelligence briefings as one of the key benefits of membership.

"The [AIB] market briefings are worth the modest annual membership fee alone," comments one CEO of an AIB member company. "They fill in the gap that I simply don't have the resources to fill in these difficult economic times."

With analysis of disparate global markets, AIB intelligence briefings provide the latest information on which companies can start to make informed decisions. In addition, when AIB profiles a market, it provides its members with a range of warmed-up contacts to help them do business.

NETWORKING IS KEY

Networking at the most senior level in the international media industry is another key benefit. AIB arranges regular private, invitation-only networking dinners, for example, in key cities around the world, enabling AIB members to meet local media executives, regulators and parliamentarians, with a frank and off-the-record exchange of information and ideas.

"Our networking events are great successes," comments AIB CEO Simon Spanswick. "The discussions often go on into the early hours of the following day and we regularly hear that business has been done as a result of introductions AIB has made."

AIB recognises that not all its

members have the same budgets nor do they all have large strategy departments. AIB can help fill those gaps through its carefully tailored work programme throughout the year.

AIB is building relationships in the mobile content world to ensure that as the mobile handset becomes a converged entertainment and information device, AIB members' content is delivered to subscribers in the world's most important mobile markets.

A number of members are already benefitting from contacts made and opportunities identified by the AIB at Mobile World Congress in recent years.

LOBBYING AND MORE

It's important that AIB members' interests are represented at the highest level of regulation and government and AIB helps out in this regard, too.

The AIB's senior officials meet with government ministers and head of regulatory bodies, plus parliamentarians, to ensure that any issues affecting AIB members are communicated by an independent organisation that speaks for a large section of the global media industry.

Regular close contact between the AIB and its members identifies the main issues that are affecting the broadcasting industry now and the key challenges that it will face in the coming years. The AIB works to

“
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promote a sharing of knowledge to tackle the rapidly changing world of media and to promote and champion high quality broadcasting, both in quality and in content - for example, by highlighting how broadcasters can utilise new sources such as user content and citizen journalism while still adding real value by providing context and incisive analysis.

PROMOTIONAL OPPORTUNITIES

Combine all this with the constantly increasing reach of the AIB - currently in excess of 25,000 professionals in the media industry worldwide - and members have an exceptional range of benefits for their annual membership fee.

AIB members can use our print magazine, *The Channel*, to promote their activities, as well as the regular public e-newsletters.

And, in addition to editorial coverage, AIB members can take advertising within the AIB's publications at a discounted rate. AIB Consulting is also discounted for AIB members.

Such discounts are not restricted to AIB services as the organisation negotiates special discounts for major industry events on every continent.

Combined with free copies of the AIB Global Broadcasting Sourcebook and discounts on entries to the annual AIBs, AIB membership is extremely good value. ■

	Corporate	Gold	Platinum
Policy and influence			
AIB lobbying and representation activities	✓	✓	✓
Input to AIB advocacy priorities		✓	✓
Invitations to AIB networking dinners	✓	Priority	Priority
Private networking dinners arranged with invited contacts	□	✓	✓
		□	□
Promotional and Branding		□	□
Promotion on AIB website	✓	High	Highest
Annual article in The Channel	□		✓
Editorial coverage in The Channel	✓	✓	✓
Free enhanced entry in the AIB Global Broadcasting Sourcebook		Std	Double
Free advertisement in one edition of The Channel		½ page	Full page
4-colour advertisement in AIB Global Broadcasting Sourcebook		½ page	Full page
Sponsorship of one edition of the AIB e-newsletter			✓
Promotional support at AIB attended exhibitions and trade fairs		✓	✓
Timely and Critical Industry Information			
Marketing Intelligence Reports	✓	✓	✓
International tenders briefing	✓	✓	✓
Subscriptions to The Channel (printed copies)	✓	✓	✓
Reprint service for articles from the Channel	✓	✓	✓
Free printed copies of the AIB Global Broadcasting Sourcebook	1	1+pdf	1+pdf
Requests to AIB knowledge database including cross-media contacts	3	10	20
Access to AIB press contacts database		✓	✓
Flash news service			✓
Special Member Pricing			
Discounts on sponsorship of "The AIBs"	10%	25%	50%
Discounts on additional print & pdf copies of Global Broadcasting Sourcebook	50%	50%	50%
Discount on paid-for advertising in AIB publications	10%	20%	30%
Discount on AIB consulting fees	5%	10%	15%
Discounted entries in each category of "The AIBs"	✓	✓	✓
Discounts on selected third-party events	✓	✓	✓

Annual membership fees 2011-12	£1,395 - £2,895	£4,950	£9,950
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Note corporate fees depend on size & turnover of member

Approximate value of additional benefits provided by premium memberships	£6,000	£15,000
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**AIB membership category**

Platinum Gold Corporate

Name of applicant organisation _____

Head office address (please provide postal address as well, if this is different) _____

Telephone _____

Fax _____

Website _____

Type of organisation (eg broadcaster, satellite operator) _____

Total company turnover in last financial year (please state currency) _____

Chief Executive (or equivalent - state title) _____

E-mail _____

Principal contact for AIB matters in your organisation (if not Chief Executive)

Name _____ Job title _____

E-mail _____

AIB Annual Membership Fees 2013

Platinum £9,950

Gold £4,950

Corporate membership fees are based on company turnover, as per:

Up to £3million £1,395 **£3m-£6m** £1,895 **£6m-£9m** £2,395 **£9m+** £2,895

We, the above-named organisation, hereby applies for membership of the Association for International Broadcasting (AIB) and agrees:

- i to abide by the terms of the AIB Constitution and all other rules and regulations made from time-to-time by the AIB Executive Committee or any AIB General Meeting;
- ii to settle in full and within 30 days all invoices from the AIB Secretariat for subscriptions and all other payments due;
- iii that membership will come into effect after receipt of the subscription payment by the AIB;
- iv that membership will renew automatically on an annual basis, unless three months' notice is given prior to the end of a full year's membership

Signature _____

Name _____

Position _____ Date _____

E-mail _____

Company VAT number (for companies within the EU) _____

Return this application form to AIB, PO Box 141, Cranbrook, TN17 9AJ, United Kingdom; fax: +44 (0) 20 7993 8043



SAMPLE COMPANIES THAT AIB REACHES

AIB's print and electronic publications reach in excess of 26,000 people in the media industry globally - AIB's output is consumed in well over 160 countries.

This listing is a small selection of the broadcasting companies, regulators and new media companies where there are subscribers - demonstrating the global reach of AIB

- 3SAT
- 8TV Malaysia
- A&E Television Networks
- ABC
- ABC (Australian Broadcasting Corporation)
- ABC News
- ABS CBN Broadcasting Corporation
- ABU (Asia-Pacific Broadcasting Union)
- Abu Dhabi TV
- AETN
- Aftonbladet TV7
- AKE Ltd
- Al Alam News Network
- Al Aqariya TV
- Al Arabiya News Channel
- AL JAZEERA Channel
- Al Jazeera Children's Channel
- Al Jazeera Documentary Channel
- Al Jazeera English
- Al Jazeera Sport Channel
- Aljazeera Media Training Centre
- Alliance Atlantis Broadcasting Inc
- ANTENA 1
- Antenna TV
- A-ONE TV
- APTN
- Arabian Radio Network
- Arabsat
- ARD
- ART Arab Radio & Television
- ARTE
- Arts Channel New Zealand
- Asia Television Limited
- Asian Food Channel
- AsiaSat
- Associated Press Television News (APTN)
- ASTRO All Asia Networks
- Austereo
- Australia Network
- Australian Broadcasting Corporation
- Australian Communications & Media Authority
- AVRO Network
- B1 News Television Romania
- Balkan News Corporation
- Barwa Media
- Bayerischer Rundfunk
- BBC
- BBC America
- BBC News
- BBC Radio
- BBC World
- BBC World Service
- BBC Worldwide Ltd
- Bebo UK
- BETV SA
- BFBS
- Bloomberg Asia
- Bloomberg Television
- Bloomberg TV Europe
- BNT - Bulgarian National Television
- Bulgaria National TV
- BRF
- British Sky Broadcasting
- Broadcasting Agency of Montenegro
- Broadcasting Board of Governors
- Broadcasting Commission of Ireland
- Broadcasting Standards Authority
- BSkyB
- BT Vision
- Bulgarian National Radio
- Cadena Cope Radio
- Camerapix
- Canadian Television Fund
- Canal +
- Canal France International
- CanWest MediaWorks
- Caracol TV Colombia
- Cartoon Network Europe
- CASBAA
- CBC
- CBC Radio-Canada
- CBS Channel 13, Buenos Aires
- Channel 4 Television
- Channel Four News Finland
- Channel Nine Australia
- Chellomedia
- China Radio International
- CHUM Television Ltd
- Cirque Du Soleil
- CNBC
- CNBC Africa
- CNBC Arabiya
- CNBC Asia Pacific
- CNBC TV18
- CNN
- CNN en Espanol
- CNN Hong Kong
- CNN International
- Commercial Radio Australia
- Cyprus Broadcasting Corp
- Czech Public TV
- CZECH RADIO
- Danmarks Radio
- DAVID GmbH
- Department for Culture, Media and Sport
- Deutsche Welle
- Directv
- Discovery Channel Latin America
- Discovery Communications Germany
- Discovery Communications
- Discovery Networks Asia
- Discovery Networks Europe
- Discovery Networks India
- Disney Television France
- DK4
- Dori Media Group
- DSF Deutsches SportFernsehen
- DTH Television Group Romania
- Dubai Media City
- DVL TV SA (Luxe TV)
- E.TV
- EBS (Korea Education Broadcasting System)
- EBU
- Eesti Radio
- Eesti Television
- ERT S.A.
- ESPN
- ESPN Classic Sport
- ESPN International
- ESPN Star Sports
- EuroNews
- European Commission
- European Journalism Centre
- Eurosport
- Eurosport Asia
- Eurosport International
- Eurovision Americas Inc
- Eutelsat
- Extreme Group
- Facebook
- Fashion TV
- Fiji Television
- Five Broadcasting
- Fox International Channels France
- Fox News Channel
- Fox Sports International
- Fox Technology Group
- FOXTEL Management
- France 2
- France 24
- France 3
- France 4
- FRANCE 5
- France Télévisions
- Freemantle Media Limited
- Frekvence 1, Evropa 2
- Fuji Television
- Future Television
- Future Television Network
- GlobeCast Asia
- GlobeCast Europe
- Google
- Grupo Clarin
- Grupo Televisa SA
- Hallmark Channel, Asia Pacific
- HBO
- HBO Asia
- HBO Central Europe
- Hellas Sat
- Hessischer Rundfunk
- History Channel Germany
- HRT
- Hum TV
- IBB (International Broadcasting Bureau)
- IBC
- INA
- Infront Asia
- Inmarsat
- INSI
- Institute for Broadcasting Economics
- Intelsat
- International Federation of Journalists
- ITN
- Joost
- Jordan Radio & Television Corporation
- Kanal 5
- KBS(Korean Broadcasting System)
- Kenya Broadcasting Corp
- KidsCo TV
- Korean Broadcasting System
- L1 Radio-TV
- Landesanstalt fuer Medien Nordrhein-Westfalen
- Latvian TV
- Latvijas Radio
- LBC Lebanon
- LCI
- Lithuanian Radio and TV
- LNK TV
- Lumiere TV Limited
- M6 Television
- Macquarie Radio
- Magyar Radio
- Magyar Television
- MBC Group
- MDA (Media Development Authority of Singapore)
- Media Corporation of Singapore
- Media Prima Malaysia
- MediaCorp News
- Mediacorp Pte Ltd
- MediaCorp Technologies
- Mediaset
- Medienanstalt Berlin-Brandenburg MABB
- Mega Channel
- Messe Berlin
- Microsoft Corporation
- Middle East Broadcasting Networks, Inc
- Mitteldeutscher Rundfunk-MDR
- MiTV Corporation Malaysia
- MKRTV
- MTV 3 Finland
- MTV Arabia (Arab Media Group)
- MTV Germany
- MTV Networks
- MTV Networks Asia
- MTV Networks Europe
- MTV Networks France
- MTV Networks International
- MTV Networks Latin America
- MTV Networks Nordic
- MTV News/TV Norge
- MTV Oy
- Multichoice
- Munhwa Broadcasting Corporation
- N24
- National Geographic Channel Asia
- National Geographic Channel Europe
- National Geographic Channels International
- NBC
- NBC News
- NBC Universal
- NDTV
- Network Ten
- New Delhi Television
- New Skies Satellites
- New TV Lebanon
- NHK
- Nigerian Television Authority
- Nine Network
- Nokia Corporation
- Norddeutscher Rundfunk
- NOVA TV
- NPR
- NRJ Group
- NRK
- NRW Medien GmbH
- NTV
- n-TV Germany
- Ofcom
- Ontario Media Development Corporation (OMDC)
- Orbit Communications
- ORF
- PBS TV
- Phoenix InfoNews
- Phoenix Satellite TV
- PINK TV
- Polish Radio
- POLSAT Television
- Polskie Radio SA
- Prasar Bharati
- Premiere
- PRESS TV
- PricewaterhouseCoopers
- Pro Tv
- Pro7 Sat 1 Produktion
- ProSiebenSat.1 Media AG
- Qatar Radio and TV Corp
- Radio Australia
- Radio Belarus
- Radio Budapest
- Radio Bulgaria
- Radio Canada International
- Radio Farda
- Radio France Internationale
- Radio Free Europe/Radio Liberty
- Radio Korea International
- Radio Mirchi
- Radio Nacional de Espana
- Radio Netherlands Training Centre
- Radio Netherlands Worldwide
- Radio New Zealand
- Radio Prague
- Radio Republik Indonesia
- Radio Romania
- Radio Slovakia International
- Radio Sweden
- Radio Taiwan International
- Radio Vilnius
- Radiotelevisione Italiana
- Radiotelevizija Slovenija
- RAI
- RBB Rundfunk Berlin-Brandenburg
- Realitatea TV
- Romanian National Television (TVR)
- RTBF
- RTE
- RTHK
- RTL 9
- RTL Group
- RTS Radiotelevizija Srbija
- RTV Crne Gore
- RTV Slovenia
- RTVE
- Saarländischer Rundfunk
- SABC
- Sahara TV
- SARFT
- SBS Australia
- SBS Belgium (VT4)
- SBS Broadcasting Prima TV Romania
- Seoul Broadcasting System
- SES Astra
- Seven Network
- Shalimar Television Network
- Shanghai Media & Entertainment Group
- Showtime/Gulf DTH
- Sky Italia
- Sky TV New Zealand
- Slovak Radio
- Slovak TV
- Sony Pictures Entertainment Networks
- Southern Cross Broadcasting
- SSVC
- Star News India
- STAR Television
- Sveriges Radio
- Sveriges Television
- SW Radio Africa
- Taj TV Ltd
- TAM Media Research
- Television Broadcasts Ltd
- Television New Zealand
- Telewizja Polska
- TF1
- TG4
- Times Global Broadcasting Co Ltd
- Times of India Group
- Tokyo Broadcasting System
- Turner Entertainment Networks Asia
- TV 18 India
- TV Asahi Corporation
- TV Azteca
- TV France International
- TV Polonia
- TV Romania International
- TV TODAY TV2
- TV3
- TV3 Danmark
- TV5
- TVN
- twitter
- UNESCO
- United Nations
- Vatican Radio
- Viacom Germany
- VIASAT Broadcasting UK Limited
- Vizrt
- Vlaams Commissariaat voor de Media
- VMMa



AIB key personnel



Simon Spanswick
Chief Executive



Gunda Cannon
Editorial Director



Roger Stone
Marketing and
Business Development



Edward Wilkinson
Business Development
Executive

Making contact

The AIB head office is located to the south of London in a rural part of Kent. The postal address is shown below.

All staff can be reached through e-mail: the convention we use for all e-mail addresses is `firstname.lastname@aib.org.uk`.

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www.aib.org.uk



**The Association
for International
Broadcasting**

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 30 countries, including major broadcasters serving audiences of hundreds of millions of people each week.

www.aib.org.uk