

NAB Membership Benefits - Why Join the NAB?

1. A unified voice on policy and regulatory issues that affect the entire industry

The NAB was established to foster and promote the development of South Africa's broadcasting industry. Worldwide, industry associations like the NAB contribute to policy formulation and regulation making processes. The NAB also provides a critical forum for discussion and engagement on matters relevant to broadcasters within the broader ICT industry. It exists to strengthen and maintain a viable broadcasting system and makes regular submissions to government, Parliament and the sector regulator, ICASA. The NAB engages across a wide range of government departments on policy and legislation that impacts broadcasters.

2. Broadcasting Complaints Commission of South Africa

In 1993, the NAB established the self-regulatory body, the Broadcasting Complaints Commission of South Africa (BCCCSA), a body recognised by ICASA. NAB members are able to have complaints adjudicated by the BCCSA and this self-regulatory system has been recognised both locally and internationally for its effectiveness over the last 20 years.

3. Advocacy and Innovation

The NAB also plays a key role in advocacy and innovation, and in addressing the skills and technology gaps in the sector. The NAB for example, has fostered a specialised training programme for engineers, and its members have initiated a digital audio broadcasting (DAB+) trial in the interest of the entire radio broadcasting sector.

The Broadcast Engineering learnership provides graduates the opportunity to complete the SETA accredited certificate in Broadcast Engineering. Due to the Universities of Technology no longer providing radio and television programmes nor structured broadcast basic training. The learnership provides a "generic" program that can be provided by common industry service providers to all industry stakeholders. It is at NQF level 5 and the Unit standards are compiled by Industry.

4. A platform for joint research and legal support – cost containment

The NAB provides a unique opportunity for its members to commission research that can be used in policy processes and for advocacy. Value is derived through cost sharing on research, legal opinions and even litigation. The NAB has engaged research entities such as Genesis, KPMG and PwC.

5. Representation on industry bodies – taking the interests and needs of broadcasters forward

The NAB is a core member of the Advertising Standards Authority (ASA), and therefore has representation on the ASA board, and participates in the various adjudicatory structures of the ASA, including the Final Appeals Committee. The NAB further has board representation on the Media Development and Diversity Agency (MDDA). The NAB successfully nominated one of its members onto the MICT SETA Board and also has representation on policy panels and processes undertaken by government.

6. Industry expertise and capacity building

Senior professionals and Executives in the industry chair various NAB committees and processes. This collective experience provides for robust engagement, information sharing and capacity building that benefits all members.

7. Specialised initiatives and creation of new entities: BRC

The NAB incubated the development of the Radio Advertising Bureau (RAB) that ran for five years until 2014. The NAB also facilitated the establishment of the Broadcast Research Council of South Africa (BRC) to manage audience currency research from 2015 onward. BRC Board members are elected through the NAB structures. In 2014 the NAB ran a successful public tender process for the selection of a new service provider for a radio audience and currency research survey. The NAB delivers and responds to the ever-changing and diverse needs of its members.

8. Industry advisories and support

The NAB provides advice and support to its members. It also represents the interests of its members in key legal matters such as needletime - this legal process (led by the NAB on behalf of its members), culminated in the Supreme Court of Appeal making a final ruling in 2014 on a reasonable formula for calculating needletime royalties. The NAB's duty is to address principle issues that affect the entire broadcasting industry. This assists both broadcasters and third parties alike, and minimises lengthy engagement processes. More importantly, costs are shared when external legal and expert support is required by the collective membership.

9. Stakeholder engagement and roundtables

The NAB hosts regular engagement sessions with key stakeholders – these include regulators and policy makers, local and international industry experts and agencies as well as industry professionals.

10. The NAB works in the interest of the entire broadcasting sector

Broadcasting plays a key role in the broader ICT industry. It provides news, information, education, entertainment and edutainment to the majority of South Africans across the country. The NAB represents the

interests of all tiers of broadcasters as well as signal distributors and emerging players in the audio-visual and content distribution space.