

NAB Membership Benefits - Why Join the NAB?

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

The NAB is a voluntary association that 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. The NAB exists to strengthen and maintain a viable broadcasting system. The NAB makes regular submissions to government, Parliament and the sector regulator, ICASA. It 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 a self-regulatory body, the Broadcasting Complaints Commission of South Africa (BCCSA) to administer the Broadcasters Code of Conduct. The BCCSA is 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. NAB members carry regular public service announcements on the BCCSA to ensure that the public is made aware of where and how, to lodge complaints.

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 initiated a digital audio broadcasting trial with SADIBA, in the interest of the entire radio broadcasting sector.

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, Corpactive and PwC.

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

The NAB is a member of the Advertising Standards Authority (ASA), and nominates board representation onto the Media Development and Diversity Agency (MDDA), BBB-EE ICT Sector Council and MICT SETA. It also participates in 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 industry entities

The NAB responds and delivers on the ever-changing needs of its members. It incubated the development of the Radio Audience Bureau (RAB) that ran until 2014. The NAB also facilitated the formation of the Broadcast Research Council of South Africa (BRC) and a public tender process for the selection of a service provider for radio audience and currency research.

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 royalties in terms of Copyright law- 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 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 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 professionals from within its own membership.

10. The NAB works in the interest of all its members in representing the 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 industry associates. It also engages emerging players in the audio-visual and content distribution space.