

## **TESTIMONIALS – by NAB members and Industry Stakeholders**

The NAB members attest to the value they have derived over the years. In a recent perception survey commissioned by the NAB (done by an Independent Research Company), members and external stakeholders had the following to say:

*“...a good lobby based organisation with influence and a pressure group in the media sector”.*

*“Has a strong ability to network with various broadcasters through senior or executive industry members”.*

*“It is a well-run administration with broad representation and expertise; have a good understanding of the broadcasting industry and are a forum for industry role players to learn, network, lobby and collectively influence”.*

*“Have good industry and regulatory knowledge and are honest, reliable and provide useful information”.*

*“A neutral organisation that does not lean towards any particular company/technology/constituency and allows fiercely competitive companies to come together for a common cause”.*

*“...the NAB provides an environment where broadcasters can engage and develop a consensus view on industry matters; and has the greatest propensity to speak as one voice despite its members' individual interests. Proactive with regulatory and policy issues; operates independent of regulatory authorities and is efficient”.*

*“Has a professional team on board that understands the media sector and able to maintain staff and creates stability for the members”.*

*“Understands the ever-changing regulatory environment”.*

*“Unites broadcasters. There is no other real platform where broadcasters can meet and motivate to change issues that affect them all”.*

**SIGN UP TODAY!**