

MEDIA STATEMENT

For immediate release

NAB JOINS ITS GLOBAL COUNTERPARTS IN WORLD RADIO ALLIANCE

Johannesburg, South Africa, 16 May 2022: The National Association of Broadcasters (NAB) is pleased to announce that it has joined the “World Radio Alliance”, becoming the 18th member of this global group of trade bodies representing radio companies and sales houses.

The World Radio Alliance (WRA) was launched on 10 February 2022, with the objective to demonstrate and promote the power and value of radio/audio by raising its market profile; speaking about it with a unified voice; and sharing best practice among members.

The members, currently from Europe, the USA, Canada, Australia and now Africa, provide a strong collective voice across the continents to highlight radio’s strengths and unique marketing power and the media mix opportunities created by audio innovations.

Since members are all committed to co-operation for the greater good of the total radio industry, the WRA functions on good faith, good will, trust and pro-active help. Members support the WRA by volunteering facts and figures for their country/region for any initiative it undertakes.

“We are honoured to be accepted into the World Radio Alliance and look forward to interacting and sharing best practice and ideas with our peers,” says NAB Executive Director, Nadia Bulbulia. “In this very dynamic media landscape, where audiences are given the choice of many different platforms, speaking with a unified voice is crucial to highlighting the ongoing popularity and power of radio. In South Africa, radio is the most used and trusted mass-communication medium that merits advertising support. We welcome the opportunity to join our global counterparts on the universal value of radio.”

For more about the World Radio Alliance, visit: <https://www.worldradioalliance.com/>

Ends

ISSUED BY NAB

For media enquiries, please contact Cheryl Langbridge on 082 493 6184 or clcomms@langbridge.co.za

About NAB

The National Association of Broadcasters (“NAB”) is a voluntary association that was formed in 1993 to foster and promote the development of a sustainable and robust broadcasting system in South Africa.

It supports the principles of democracy, freedom of expression and the diversity of voices.

As the leading representative of South Africa's regulated broadcasting industry, the NAB members comprise all three tiers of broadcasters (public, private and community) as well as signal providers and industry associates. It has, since the dawn of SA's democracy, engaged in policy and regulatory processes that affect the broadcasting sector.

The NAB is funded entirely by its members and responds to a broad range of needs and developments to strengthen and create a favourable climate for a vibrant industry. It established the Broadcasting Complaints Commission of SA (BCCSA) that is recognised by the sector regulator, ICASA.

Further information: www.nabsa.org.za