

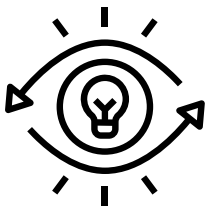
# NAB PURPOSE & PRINCIPLE STATEMENT

## Preamble

The NAB is a membership-based, voluntary association, formed in 1993 to represent the interests of licensed broadcasters (public, commercial and community), signal distributors and other broadcasting industry role players within South Africa. Upon the NAB's establishment, its members also founded the Broadcasting Complaints Commission of SA (BCCSA) to administer Codes of Conduct for Broadcasters thereby allowing for self-regulation of broadcaster content. The NAB's work falls into three main areas:

1. Advocating for fair and principled policy and regulation
2. Engaging in marketing & promotion initiatives for TV and Radio
3. Supporting professional and sector development

## Vision



Our vision is for a trusted, innovative, vibrant, and sustainable broadcasting sector that plays a meaningful role in developing South Africa.

## Mission



We champion the advancement and sustainability of licensed broadcasters in South Africa so that the industry can make a positive difference.

## Values



The NAB is a consensus-driven organisation that always acts in the interests of its membership as a whole (not individual organisations):

- We stand for freedom of expression as enshrined in the Constitution;
- We are uncompromising in driving diversity & inclusivity in the broadcast sector;
- We strive to uphold the highest ethical standards and to maintain the reputation of broadcasting as a trusted and credible medium;
- We prioritise future-focused technological innovation in our efforts to develop the sector.

## Objectives

The NAB aims to foster a diverse and inclusive broadcasting system that is grounded in the principles of democracy, diversity, and freedom of expression. We are committed to supporting sustainable practices and advocating for fair regulation. In pursuance of the above, the NAB brings together members to:

- Promote the broadcasting industry to key stakeholders;
- Speak to government and regulators with one voice;
- Enrich the collective knowledge base amongst industry participants;
- Enable networking amongst industry players;
- Co-operate in skills development initiatives;
- Promote local content and the diverse cultural tapestry of South Africa;
- Advocate for future-fit policy, legislative and regulatory solutions

