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### **FOR IMMEDIATE RELEASE**

## **World Broadcasting Unions' International Satellite Operations Group (WBU-ISOG) Announces New Name and Mandate**

### **• ABU**

ASIA-PACIFIC BROADCASTING UNION  
- Kuala Lumpur, Malaysia

### **• ASBU**

ARAB STATES BROADCASTING UNION  
- Tunis, Tunisia

### **• AUB**

AFRICAN UNION OF BROADCASTING  
- Dakar, Senegal

### **• CBU**

CARIBBEAN BROADCASTING UNION  
- St. Michael, Barbados

### **• EBU**

EUROPEAN BROADCASTING UNION  
- Geneva, Switzerland

### **• IAB**

INTERNATIONAL ASSOCIATION OF  
BROADCASTING  
- Montevideo, Uruguay

### **• NABA**

NORTH AMERICAN  
BROADCASTERS ASSOCIATION  
- Toronto, Canada

### **• OTI**

ORGANIZACION DE  
TELECOMUNICACIONES  
IBEROAMERICANAS  
- Mexico City, Mexico

**May 19, 2015 / New York, NY** – Earlier today, the members and participants of the World Broadcasting Unions' International Satellite Operations Group agreed to a name and mandate change. The group's new name will now be the International Media Connectivity Group or "IMCG." The change is to be more reflective of the many transmission methods broadcasters and content providers are using in today's world.

2015 also marks the 30<sup>th</sup> Anniversary of the group and would seem a fitting time to renew the mandate and direction of this important WBU committee. While the name may be new and the mandate expanded, the group will remain a global forum for members to exchange information, outline requirements, and resolve common operational problems.

*The evolution of ISOG is both desirable and necessary. We live in a connected world and broadcasting is on every platform, both for collection and distribution. Acknowledging this reality, and setting new principles of work with all the industry players to improve the efficiency of transmission, work flows and quality of these transmissions, is simply the right thing to do. Congratulations on the new name and mandate and may the IMCG bring tangible benefits to us all.*

–Michael McEwen, Head, WBU

*We are technologically well connected, but are we 'really' connected? How we deal with the continuing influx of innovations without losing our insights as broadcasting unions is central to our new name and mission. As IMCG, we are committed to becoming the central platform for tackling all the issues that the digital era is bringing us by reaching out to all players.*

–Akira Ogawa, Chair, WBU-ISOG

The name and mandate change are effective immediately.

#### **About WBU:**

The WBU is the coordinating body for broadcasting unions who represent broadcaster networks across the globe. It was established in 1992 as a coordinating body at the international broadcasting level. Since then, the WBU has provided global solutions on key issues for its member unions. The North American Broadcasters Association (NABA) acts as secretariat for the WBU.

#### **About WBU-IMCG:**

The World Broadcasting Unions International Media Connectivity Group (WBU-IMCG) mission is to identify, evaluate, educate, and where appropriate, implement solutions for all operational matters associated with transmission (collection and delivery) by any means and to any platform of video, audio, and broadcast-related data from any location where news, sports, special events and entertainment originate and/or is distributed. Operational issues considered by WBU-IMCG include transmissions/delivery of audio/video data using Internet Protocol (IP) and any media platforms. The WBU-IMCG will work neutrally with all relevant international groups, institutions, organizations and appropriate bodies to achieve these ends. By doing so the WBU-IMCG reflects one of the core aims of the WBU by supporting the needs and requirements of broadcasters around the world.