



**North American
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FOR IMMEDIATE RELEASE

NABA Welcomes Grass Valley as an Affiliate Member

November 2, 2018 – Toronto, ON, Canada – The North American Broadcasters Association (NABA) is thrilled to announce that Grass Valley, a Belden Brand, has joined as a new Affiliate Member. Headquartered in Montreal, QC, Grass Valley has been in the broadcast business for more than 60 years and is the number one player in content and media technology. For more information about NABA and its membership, please visit www.nabanet.com.

“Grass Valley brings a wealth of experience and expertise to NABA that will help our committees, particularly in developing transition strategies as we move to fully IP based plants,” states Michael McEwen, Director-General, NABA. “I believe there are synergies that can be found in our work and that of Grass Valley, and by expanding our relationships with the manufacturing community, we are all better positioned to meet the challenges ahead.”

By taking an active role in NABA’s various committees, Grass Valley will join other suppliers and North American broadcasters in defining and debating solutions to technical, operational and regulatory issues and challenges that broadcasters face globally.

“Part of our commitment to our customers is to help them navigate the rapidly changing landscape of the broadcast business,” said Tim Shoulders, Grass Valley’s president. “Staying involved with groups like NABA enables us to meet this commitment and to be part of the conversations that shape our collective future. We’re happy to be engaged with NABA during this critical, transitional time for the broadcast community.”

The NABA Board of Directors enthusiastically welcomes their membership.

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About Grass Valley:

Grass Valley is focused on empowering customers to create, control and connect content wherever, however and whenever it is consumed. In this ever-changing media landscape, content remains the most important element. Many of our customers are faced with the need to create and support new workflows while continuing to operate their legacy workflows, simultaneously broadcasting through traditional channels, Over-The-Top platforms, and Video-On-Demand as well as to tablets, PCs, and mobile devices.

We provide the innovative tools and expertise to help customers improve the efficiency of their operations while telling better stories to attract and keep viewers. With Grass Valley’s integrated solutions that enable flexibility, efficiency, cost-effectiveness, quality and scalability, broadcasters and content creators have what they need to sustain their businesses. Headquartered in Montreal, Grass Valley has been in the broadcast business for nearly 60 years and is part of St. Louis-based Belden Inc. For more information, visit www.belden.com.

About NABA:

NABA is a non-profit association of the most influential broadcasting organizations throughout North America committed to advancing the interests of broadcasters at home and internationally. Network broadcasters, both public and private, in the United States, Mexico, and Canada, work together to provide a common voice for the North American broadcast community.