



NORTH
AMERICAN
BROADCASTERS
ASSOCIATION

www.nabanet.com

“YOUR REGIONAL VOICE IN THE INTERNATIONAL MEDIA COMMUNITY”





ABOUT NABA

Founded in 1972, NABA is a not-for-profit association of broadcasting and content distribution organizations in Canada, the United States, and Mexico committed to advancing their interests both locally and internationally. NABA provides a forum to share information and best practices, discuss common challenges and opportunities, and reach consensus on key issues.

- One of the few North American broadcast associations with official status as a non-governmental organization (NGO) with the *World Intellectual Property Organization* (WIPO) and the *International Telecommunication Union* (ITU).
- One of the members of the *World Broadcasting Unions* (WBU) and acts as its Head of Secretariat.
- NABA/WBU's Secretariat offices are located downtown Toronto in *CBC/Radio-Canada's* Canadian Broadcasting Centre.

NABA STRATEGY

NABA will ensure its continuing relevance to the changing digital and linear broadcast media reality of our member companies by responding to the operating and technology issues of member companies and their digital and linear broadcast media operations, providing consensus solutions, education and best practices. NABA's strategy will focus on:

- A relevant and compelling agenda
- Communications
- International engagement
- A membership that reflects a diverse media community and encourages gender balance within member companies and the wider industry.

NABA'S CURRENT PRIORITIES:

- A relevant and compelling agenda that will encourage participation from both digital and linear media operations and reflect the priorities of member stakeholders.
 - IP technology is transitioning across all broadcast platforms with a focus on media interoperability, security, and efficient workflow. This area will be considered by all NABA committees, sub-committees and members of the Board of Directors in planning their agendas and actions.
 - Next-Generation Television is more than just the ATSC 3.0 transmission standard - it also includes IP technology, OTT, and the related production and consumer issues that will be a continuing focus of the NABA Technical Committee workplan.
 - Cybersecurity in all aspects of the broadcast operations, production and distribution chain shares its importance with the Resilience and Risk Committee's mandate, with an emphasis on the potential vulnerabilities of IP plants. Their work will ensure up to date best practices, technology enhancements, and advising on social media challenges.
 - Provide opportunities to share best practices and education about industry shifts through seminars, symposiums and webinars.
- Ensure the most effective legal and business strategies are in place to address the problems associated with piracy and digital rights management and to protect the distributed signal and content regardless of the delivery platform.
 - Develop a strategic approach to future challenges of broadcast spectrum loss, which has seen UHF, C-Band and 6GHz losses to telecoms for mobile services.
 - Promote freedom of speech and the safety of our crews in the field and online.
 - Regular international and global presence to ensure there is a North American presence and position at international institutions on broadcast/media issues.
 - Membership must reflect diversity and gender balance within member companies and encourage it in the wider industry.
 - Ensure that NABA communicates effectively to its member stakeholders about the value and effectiveness of its work in realizing their strategic interests.

OUR COMMITTEES FORM WHO WE ARE

NABA's core activity is the work done by its standing committees, which address a broad and ever-changing variety of topics to support the needs of our members.

BOARD OF DIRECTORS (NABA-BOD)

The Board provides vision and direction for the association through direct dialogue and action on critical matters facing its members and the broadcast community. Each full member is represented and there are two representatives acting on behalf of the associate members.

TECHNICAL COMMITTEE (NABA-TC)

Made up of leading technical professionals, the committee plays a key role in ensuring that the needs and goals of our members are addressed in the complex, rapidly changing technical environment of global broadcasting and content distribution. Active sub-committees on issues such as Next-Generation Television, HDR, File Formats/Metadata (workflow), Spectrum, 5G, and Cybersecurity drive the work of the NABA-TC.

LEGAL COMMITTEE (NABA-LC)

The LC advises members and other committees on the legal and regulatory issues of the media business. The committee is very active with ongoing copyright and intellectual-property issues at the international level through the World Intellectual Property Organization (WIPO) in Geneva. Its recent focus at WIPO has been to obtain a Diplomatic Conference on a new Broadcaster Treaty, to better protect broadcaster signals in a digital multi-platform world.

NEWS COMMITTEE (NABA-NC)

The NC is committed to advancing the journalistic interests of member broadcasters locally and internationally through collaboration, shared insights, advocacy, communication and finding solutions on common issues such as disinformation and safety for news crews in the field and online.

RADIO COMMITTEE (NABA-RC)

Collaborating with and complementing the activities of existing national forums and organizations, this committee has a goal to improve the range and quality of radio services. This includes territorial integrity, interoperability of content, and emerging digital broadcast services. This committee organizes a yearly *Future of Radio & Audio Symposium*.

RESILIENCE & RISK COMMITTEE (NABA-RRC)

A communication channel to enhance members' awareness of the hazards and risks that impact the continuity of our business, the committee tackles the safety of our people and the successful recovery to business-as-usual in the event of disruption. An off-the-record, in-person Roundtable meeting is held yearly to have full and frank discussions about safety, security, environmental sustainability and other issues that all our member companies face.



GLOBAL PRESENCE - WORLD BROADCASTING UNIONS (WBU)

Established in 1992, the World Broadcasting Unions (WBU) is the coordinating body for unions who represent broadcaster networks across the globe. NABA acts as Secretariat for the WBU and is the North American voice in the international broadcasting and content-delivery community.

WBU member unions include the Asia-Pacific Broadcasting Union (ABU), the Arab States Broadcasting Union (ASBU), the African Union of Broadcasting (AUB), the Caribbean Broadcasting Union (CBU), the European Broadcasting Union (EBU), the International Association of Broadcasting (AIR-IAB) and NABA.

WBU COMMITTEES

- International Media Connectivity Group (WBU-IMCG)
- Technical Committee (WBU-TC)
- WIPO Broadcaster Treaty Working Group (WBU WIPO-BTWG)
- WBU Sports Committee (WBU-SC)
- WBU News Committee (WBU-NC)
- The Secretaries/Directors-General

NABA FULL MEMBERS

BellMedia

CBC  Radio-Canada



NBCUniversal

Paramount

SINCLAIR



Televisa Univision

For more information on members, please refer to:
nabanet.com/membership-and-benefits/

NABA ASSOCIATE MEMBERS



For more information on members, please refer to:
nabanet.com/membership-and-benefits/

NABA AFFILIATE MEMBERS



For more information on members, please refer to:
nabanet.com/membership-and-benefits/

NABA PRESIDENT

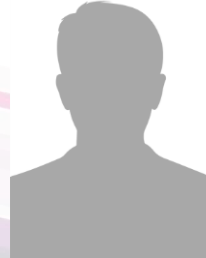


Borika Vucinic
Vice-President
Media Network
Bell Media

NABA VICE-PRESIDENTS



Michael Beach
VP, Distribution
NPR



Vacant

BOARD MEMBERS



Maxime Caron
Senior Director,
Architecture & Strategic
Development
CBC/Radio-Canada



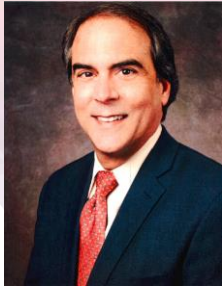
Tim Joyce
SVP, Engineering,
Operations and
Technology
FOX Corporation



Clarence Hau
VP, Advanced
Television
Operations
NBCUniversal



Rhonda Holt
Chief Technology
Officer
PBS



Frank Governale
Senior Vice-President
East Coast Operations
Paramount (CBS)



Louis Libin
VP, Spectrum Policy
and Engineering
Sinclair



William Aguirre B.
Director-General
Satellite Operations
Grupo Televisa S.A.



Armando Martinez
EVP, Deputy
General Counsel
TelevisaUnivision

JOIN NABA TODAY!

If you are a broadcaster or in the industry of content distribution and are seeking a dynamic forum for exploring the challenges of today's complex world, and advancing your interests in it, NABA membership is indispensable.

For more information on becoming a NABA member, contact us at:



NORTH
AMERICAN
BROADCASTERS
ASSOCIATION

205 Wellington St. W.
Suite 9C200
Toronto, ON M5G 3G7
Canada

T: +1 416-205-3363
contact@nabanet.com
www.nabanet.com