

# Africa Union of Broadcasting

*A Road Map 2016 – 2020*

*(The Transformation Agenda)*

## Foreword

It is a great pleasure to present this proposed Road Map for the African Union of Broadcasting. We are presenting this road map as a “transformational agenda”, which, we believe, when appropriately followed will put into action the dreams and aspirations we all hold for the Union.

As with any member-based organisation, our capabilities and achievements lie in the quality of our network, the depth of our membership base, and our ability to gain and retain their continued support. We are planning to implement major activities that we hope will increase our membership uptake thereby enhancing the quality of our network.

Our esteemed and beloved Union will continue to set a course of purpose for a new and vibrant dynamism, coupled with the successful implementation of both our “MENOS” and the “ONE MINUTE” programmes,

AUB Chief Executive Officer  
Gregoire Ndjaka

## Our Transformation Agenda

<b>Our Identity</b>	We are Africa’s network of broadcasters and media professionals committed to projecting a real, positive image of Africa, and with that, supporting the quality of life of our people.				
<b>Our Values</b>	Professionalism	Responsibility	Governance	Transparency	Profitability
<b>Our Vision</b>	To make AUB the centre of broadcasting excellence in Africa, with a functioning network that covers the continent’s broadcast content that promotes African values and explores our realities within the context of the digital ecosystem.				

## Critical issues for the organisation

### **Our Strengths**

(What we must preserve, strengthen and effectively communicate to our stakeholders and partners)

- The AUB name and brand as a recognised leader in the broadcast and media development of Africa
- The diversity of the AUB family and its network - covering Arabic, English, French, and Portuguese
- Our shared vision and values, the soundness of the plans contained in this Transformation agenda plan
- AUB's ability to offer pan-African exchange facilities
- AUB's experience in acquiring global rights for leading sport and content programmes

### **Our Weaknesses**

(What we must respond to and find ways to overcome)

- Unproven or unclear purpose and value to our membership base
- Inadequate organic funding and fundraising capabilities
- Inadequate communications on all levels
- General capability and systemic weakness of public broadcasters

### **The Opportunities**

(We must take advantage of these opportunities)

- MENOS in operation - taking advantage of this content hub
- The ongoing digitisation of broadcasting and media in Africa
- Exploiting a broad based, community-centered global content and event rights acquisition
- Formal partnership with other major stakeholders across the globe

### **Threats**

(We must find ways to protect against and overcome these threats)

- Our lack of cutting edge effectiveness in this complex industry
- Failure to fully deliver MENOS and the ONE Minute Project
- Destabilisation effects of forces of money from purely commercial organisations, that have no public interest or focus

### Our Main Focus For This Period

This roadmap will be navigated with the following focus:

- **Our Image** - Repositioning our image as the pre-eminent professional broadcast body for Africa
- **Digital Content** - Sustainable access to quality and cost-effective broadcast ready content
- **Professional Training** - World-class training and skills development for practitioners

#### FOCUS 1: Repositioning AUB's Image as a Professional Broadcast Body for Africa

Our strategic aim is to reposition our Union as a professional body that is engaged, productive, and can be the center of excellence for all broadcasting and media related affairs in Africa (such as broadcast rights distribution). We will also strive to rekindle our relationship with our membership base and re-engage with our external stakeholders and partners.

Objective	Strategy
<b>Improve AUB's ratings and standing amongst our current and potential members</b>	<ul style="list-style-type: none"><li>● Constant dialogue with current and potential members - with a newly revamped website, social media platforms.</li><li>● Regular direct communication about our activities and programmes via our monthly newsletter and members reports</li></ul>
<b>Improve the perception and image of AUB from negative to positive, with our external (non-members) industry stakeholders and partners</b>	<ul style="list-style-type: none"><li>● Regular press releases/announcements through international media platforms</li><li>● Participation at international industry fora</li><li>● Regular contribution to global industry initiatives</li><li>● Establish relationships with mutual partner organisations</li></ul>

#### FOCUS 2: Enabling Sustainable Access to Quality and Cost-Effective Broadcast Ready Content

The Union will be implementing the MENOS, our programme of Content Exchange and Delivery Network, and the ONE-MINUTE programme, which will help us, achieve financial autonomy and sustainability. We will also strive to secure and provide our membership with cost-effective rights to top-level regional and global events and competition, such as the FIFA World Cup, The Olympics, AFCON and other regional plans.

Objective	Strategy
<b>To successfully deploy and deliver our Content Exchange and Delivery Network - The MENOS project</b>	<ul style="list-style-type: none"> <li>• Promote the benefits of MENOS to all our key stakeholders</li> <li>• Get the buy-in and provisional commitments to use MENOS</li> <li>• Sign up the first block of broadcasting organisations that will be founding members of the content exchange platform</li> <li>• Secure and work with reputable, technical and commercial partners that will help AUB in the delivery of Platform</li> </ul>

**FOCUS 3: Skills Development for Broadcast Practitioners and Professionals In Africa**

We will seek to create, deploy and implement a robust skills training and skills development programme that will allow an extensive knowledge exchange and capacity building for broadcasters and media practitioners in Africa. As part this we will be organising tailored, industry specific workshops for broadcasters on a thematic or regional basis.

Objectives
<b>Create, deploy and implement a viable and sustainable industry skills development system</b>
<b>Provide regular, productive and cost-effective training events for member practitioners</b>

**Summary of Key Goals (Year-by-Year) 2016 - 2020**

<b>Key Goals 2016</b>	<ul style="list-style-type: none"> <li>★ Launch MENOS</li> <li>★ Launch the One Minute Project</li> <li>★ Membership renewal, expansion and consolidation</li> <li>★ Expansion of membership to include private radio &amp; TV stations</li> </ul>
<b>Key Goals 2017</b>	<ul style="list-style-type: none"> <li>★ Expand MENOS</li> <li>★ Bring in the exchange of programmes</li> <li>★ Involve AUB in the preparation of the football world cup</li> <li>★ Launch active training and skills development platform</li> </ul>

<b>Key Goals 2018</b>	<ul style="list-style-type: none"> <li>★ Drive MENOS expansion for a bigger footprint</li> <li>★ Drive 1 minute programme</li> <li>★ Manage the rights for the World Cup</li> </ul>
<b>Key Goals 2019</b>	<ul style="list-style-type: none"> <li>★ Have MENOS cover the entire membership of AUB</li> </ul>
<b>Key Goals 2020</b>	<ul style="list-style-type: none"> <li>★ AUB will be a viable, well funded, collaborative organisation that will be the pride of Africa</li> </ul>

**Conclusion - The Future is Brighter**

It is important to emphasise that our success is guaranteed as long as we remain focussed and committed to our plans. Many of our initiatives will be effective in helping to attain our objectives and goals, thereby giving our members the reason and motivation to keep supporting this important organisation that we are all a part of.

We all have a role to play in the development of our community and we must continue to play our part on that level. We ask every member of our profession to come on board and help realise a greater, more effective African Union of Broadcasting.